VOGUE

announces

The SPRING & SUMMER FASHIONS



APRIL 15, 1911 CONDÉ NAST, *Publisher* PRICE 25 CENTS



NEVER before has Foulard Silk been so fashionable as this year. In buying a silk that is so fashionable, it is therefore worth knowing that when you buy

Valentine's
"SHEDWATER" FOULARDS

you have the satisfaction of securing patterns which are as EXCLUSIVE as they are beautiful. And all Valentine Foulards have the famous secret, invisible "Shedwater" Finish — the finish that absolutely prevents all possibility of rain or water spots, thus making them the most durable and serviceable Foulards.

Hundreds of different patterns, including over 100 BORDERED Patterns as well as the conventional Stripe and Dot effects.

Each pattern is made in all the correct Spring and Summer shades, from silk that is absolutely pure, of the highest grade possible irrespective of price. Several different widths, retailing from 85 cents to $2.50, according to width and pattern.

None genuine without the name of "Valentine" on the wrapper. If Valentine Silks are not sold where you buy silks, write us for name of nearest retailer selling Valentine Silks, also free samples.

VALENTINE & BENTLEY
83-87 Grand Street
NEW YORK

J. M. Gidding & Company
Extend to out-of-town women shopping in New York a cordial invitation to visit their establishment and avail themselves of the conveniences which its splendid appointments and central location afford.

Complete Exhibit of Spring Fashions in Women's Outer Apparel and Millinery

The five beautiful *salons* of this finely appointed establishment are now replete with the latest Parisian modes in *Outer Apparel* and *Millinery* for every occasion, such celebrated *couturiers* having contributed to these superb displays as—

Paul Poiret Paquin Drecoll Bechoff-David Martial-Armand
Templier-Rondeau Bernard Beer Jenny Havet Callot
Saures Suzanne Talbot Jeanne Lanvin Maria-Guy
Georgette and Marie Louise

In addition to these original Paris models, there are shown comprehensive collections of clever adaptations from the French—modifications of the newest authentic fashions in *Coats* and *Wraps; Gowns, Demi-tailored Costumes, Dresses,* and *Custom-tailored Suits* in great variety; *Blouses, Over-Blouses, Tailored Waists* and *Millinery*—the Exhibit as a whole encompassing every outer-dress requisite of the woman, miss or junior miss who seeks *individuality* of style.

Uniformly *sensible* prices prevail—we invite the broadest possible comparison of our values.

J. M. Gidding & Co.
564-566 AND 568 Fifth Avenue, 46TH AND 47TH STS.
New York











A. D. BURGESSER & CO.
IMPORTERS AND MANUFACTURERS
NEW YORK
TRADE MARK

DESIGNED AND INTRODUCED BY

A. D. BURGESSER & CO., 149-151 FIFTH AVENUE NEW YORK

Sold by Leading Dealers Throughout the United States and Canada

Silk Chiffon, Marquisette and Foulard Dresses at Popular Prices



78—SILK MARQUISETTE DRESS in navy blue or black, made over striped messaline, trimmed with folds of King's blue or Coronation red satin, and black and white embroidered net in shadow effect. The marquisette tunic is finished with deep band of embroidered net, fold of satin and ball trimming..... **34.50**

80—FOULARD SILK DRESS in navy blue, brown or black, with white stripe or figure, trimmed with sailor collar of hemstitched chiffon in contrasting color, vest of fine figured net, chiffon and pearl buttons. Skirt trimmed with folds of material, plain messaline and silk covered buttons **29.50**

82—BEADED BLACK SILK CHIFFON DRESS, HAND EMBROIDERED, made over white satin and black chiffon hand embroidered (shadow effect), yoke of fine gold lace. Waist and tunic handsomely hand embroidered and beaded with coral, turquoise blue or black beads, fold and girdle of satin **45.00**

84—STRIPED SILK CHIFFON DRESS, with checked border in navy blue, brown or black and white, over white China silk, waist trimmed with satin ribbon in contrasting color (shadow effect), yoke of embroidered batiste outlined with hand embroidered net. Tunic finished with rows of satin buttons, folds of messaline and ball trimming.... **39.50**

Women's sizes 32 to 44 bust. Misses sizes 14 to 20 years.

Franklin Simon & Co.

FIFTH AVENUE, 37th and 38th Streets, NEW YORK

AT YOUR DEALERS
$1 to $10

BOOKLET BY REQUEST



American Lady

CORSETS

Made in Many Modish Models

THE FASHIONABLE FIGURE

shows radical changes this season.

We have as usual anticipated these changes and have designed our new corset models to meet every demand of the incoming fashions. Wear an American Lady corset and your correct style is assured.

For any further information you may require in regard to American Lady Corset styles, or styles in general, write us, addressing your communication to our expert authority on fashions,

Madame Lyra

Care American Lady Corset Co., Detroit. She will be only too glad to respond promptly.

If you cannot buy American Lady Corsets in your town, we will send you direct the model you wish upon receipt of the retail price.

AMERICAN LADY CORSET CO.

New York Detroit Chicago Paris



S5470—1¾ in.
Collar and Jabot Set.
50 cents a set.

Corliss
TRADE MARK

Collars *for* Women

SOMETHING NEW—
COLLAR AND JABOT SETS



S5469—2 in.
Collar and Jabot Set.
50 cents a set.

THE above sets represent a new idea in tailored effects. Heretofore you could not buy collars and jabots to match. The new CORLISS Collar-and-Jabot sets are made in a number of beautiful designs in "shadow" embroidery, the jabots being cut to harmonize with the shapes of the designs. These sets, which are exclusively a CORLISS creation, give smartness and trimness to the costume. They impart finish—add the last touch of refinement to a tailored suit. In the extensive line of CORLISS Collars for women shown this season, are the following attractive styles (without jabots):



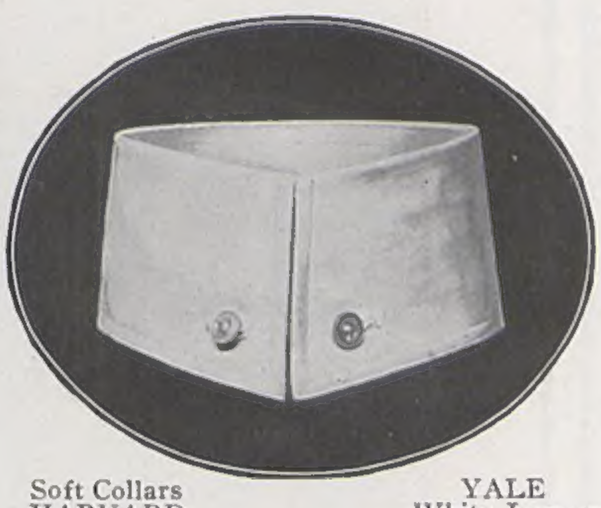
S5440—2¼ in.
25 cents each.



S5380—2 in.
25 cents each.



S5379—2 in.
25 cents each.



Soft Collars
HARVARD
White Piqué

YALE
White Luxury
Silk

25 cents each.



S5405
25 cents each.
Made in one size only—but adjustable to fit correctly any size neck.

The Tailored costume marks the stylish woman. And the collar is a most important feature of the smart tailored costume. By insisting on CORLISS Collars, you will make sure of correct style, perfect fit and "set," and the true tailored effect.

Send for the Corliss Style Book

It illustrates and describes many patterns exclusive to CORLISS Collars—graceful, attractive designs which will add to the beauty of your gown. Mailed free on request.

CORLISS COON & CO.

Dept. V. **TROY, N. Y.**



S5499
Piqué.
25 cents each.
Made in one size only—but adjustable to fit correctly any size neck.

"Gowns That Charm"

IMPORTERS AND DESIGNERS FOR THE Chic Dresser

Duval & Eagan

22 EAST 48th STREET
NEW YORK



If your dealer does not have Castle Hats send your order to us and we will have it promptly executed.

Castle Hats

Castle Hats



White Porto Rico Panama with wide velvet binding on edge, trim of white foliage and bright colored flowers.

L. F. CASTLE COMPANY

583, 585, 587 Broadway, New York



Black hemp sailor trimmed with black and white corded ribbon and bound with the same style of ribbon.

CRICHTON BROS. OF LONDON

Silversmiths

Old English Silver

At London Prices



A FINE GEORGE II CUP AND COVER
MADE IN LONDON IN 1754 BY FULLER WHITE

CRICHTON BROS. of London

636 FIFTH AVENUE, Corner of 51st Street

NEW YORK

London: 22 OLD BOND STREET

CROSBY

Yes, Madam—There *Is* a Front-Lacing Corset *Without a Defect*

Here is the corset you have *particularly desired*

FRONT-LACING—yet with none of the objections of former front-laced models.

The Crosby Corset is *different* from any other—better where improvement *Counts*.

Yet it means a *decided saving* in cost to you.

For example, Model 2, illustrated below, retailing at $3.00, should be compared with any other front-lacing corsets priced at $5.00. This is a model for the *slight* figure and it is perfect for that type.

The Crosby Corset is made of *different* and *better* materials. Its boning is unique and *lasting*.

Really Rust-proof—and the steels do not break. Think what *that* means in a corset.

And the Crosby *induces* a figure of beauty and distinction. It not only follows the nature-lines, but corrects, suggests, influences, upholds—as a corset should. Hygienic—stylish in the extreme.

Learn true corset economy—greater corset comfort—surer corset satisfaction by getting the Crosby—it is made in just the right length, size and style for *your* figure.

You can be fitted with Crosby Corsets at a leading store in your city. Write us and we shall gladly give you the name of our nearest agent and send you our booklet, which explains just why the Crosby Corset is recommended by your physician as well as your most particular gown-maker.



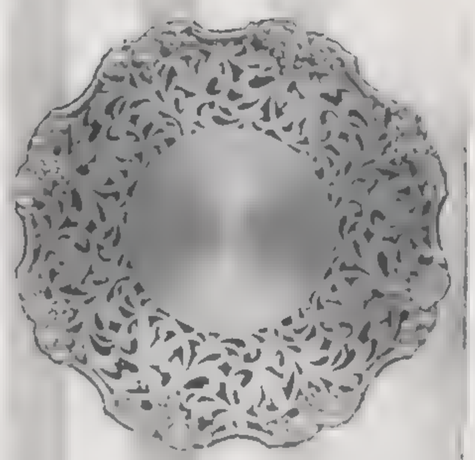
CORONET CORSET COMPANY
LYON AND CAMPAU STS.
GRAND RAPIDS, MICH

CROSBY
FLEXO WALO
CORSET
LACES AND CLASPS IN FRONT

CROSBY CORSET

MERIDEN

Reproductions of Old Sheffield Plate



SILVER plate in reproduction of the original Sheffield style is now in special favor and widely used in dinner and tea services and for buffet pieces.

To meet this growing popularity, we are showing a beautiful line of old Sheffield reproductions, authentic replicas of famous pieces. As examples of the silversmith's art these Meriden designs are remarkable, combining all the beauty and quaintness of the originals.

Our very comprehensive display of Dinner Sets, Tea Sets, Waiters, Trays, Vegetable Dishes, Chop Plates, Meat Platters, Candlesticks, etc., will prove of particular interest to those who appreciate the artistic value to be found in the genuine Sheffield Designs.

We invite your inspection of our immense stock.

A copy of Special Booklet "The Historie of Olde Sheffield Plate" will be sent on request.



The Meriden Company

Silversmiths

(International Silver Co., Successor)

49-51 West 34th Street

and 68-70 West 35th Street

NEW YORK

Everything in Sterling or Plated Silver, Cut Glass, and Silver Deposit Ware, in splendid assortment, is to be had at the Meriden Store.



810 811 812 813 814

Best & Co.

Spring Coats and Dresses for Misses and Girls

810—Dress of Chambray; waist and skirt tucked; waist hand-embroidered and trimmed with Irish lace. Colors: Blue, Pink and Tan.
Sizes 4 to 14 years. Price **$7.75**

811—Coat of Black Moire; box front, semi-fitted back; silk-lined.
Sizes 8 to 16 years. Price **$22.50**

812—Dress of Dotted Swiss; skirt plaited; waist tucked and trimmed with Irish lace. Colors: Blue, and Pink dots.
Sizes 4 to 14 years. Price **$7.75**

813—Coat of Black and White Check, or Blue Serge; box front, semi-fitted back, sailor collar and cuffs of moire; yoke lined.
Sizes 8 to 16 years. Price **$16.75**

814—Dress of White Cotton Voile; waist tucked, hand-embroidered and trimmed with Irish lace; ribbon at waist yoke; cuffs and hem of skirt of plain pink or blue Voile.
Sizes 6 to 14 years. Price **$19.50**

Most Complete Stocks of Misses' and Girls' Spring Millinery, Shoes, Shirt Waists Lingerie, Hosiery and Underwear, Children's Wash Dresses and Baby Wear

Fifth Avenue at Thirty-Fifth Street, New York

PHIPPS



DERNIÈRE MODE ET PREMIÈRE QUALITÉ
TAILORED HATS
PHIPPS
LONDON PARIS
BERLIN NEW YORK
REGISTERED NO 29317

Trimmed Hats *of* Rare Design

¶ The four models shown here are especially notable for their exclusive style and coloring.

¶ The two in the upper half of the page are flower-trimmed and made of selected braids harmonizing closely with the mass of color with which they are trimmed.

¶ The two lower models—trimmed with Ostrich fancies—are of fine Milan and Hemp straw, and are particularly suitable for afternoon wear or occasions where full but informal toilet is desired.

¶ These models are merely a suggestion of those we carry in our retail department.

41 West 38th Street

Phipps—New York



The highest attainment of Art is the representation of Nature in her perfection, and Fashion — always an imitator — is just now endorsing the ideal expressed by the form that does not show it is corseted.

The Goodwin is fast becoming known as *the correct corset* because it has always expressed this ideal and has proved itself scientific, sensible, comfortable and artistic, having been designed with a thorough, practical knowledge of the technique of women's clothes, and in an absolutely fearless departure from the usual conventions of corset making.

The woman's form, normally, healthfully, ideally developed, is the Goodwin standard of perfection.

Emma C. Goodwin

Designer of the Goodwin corset.

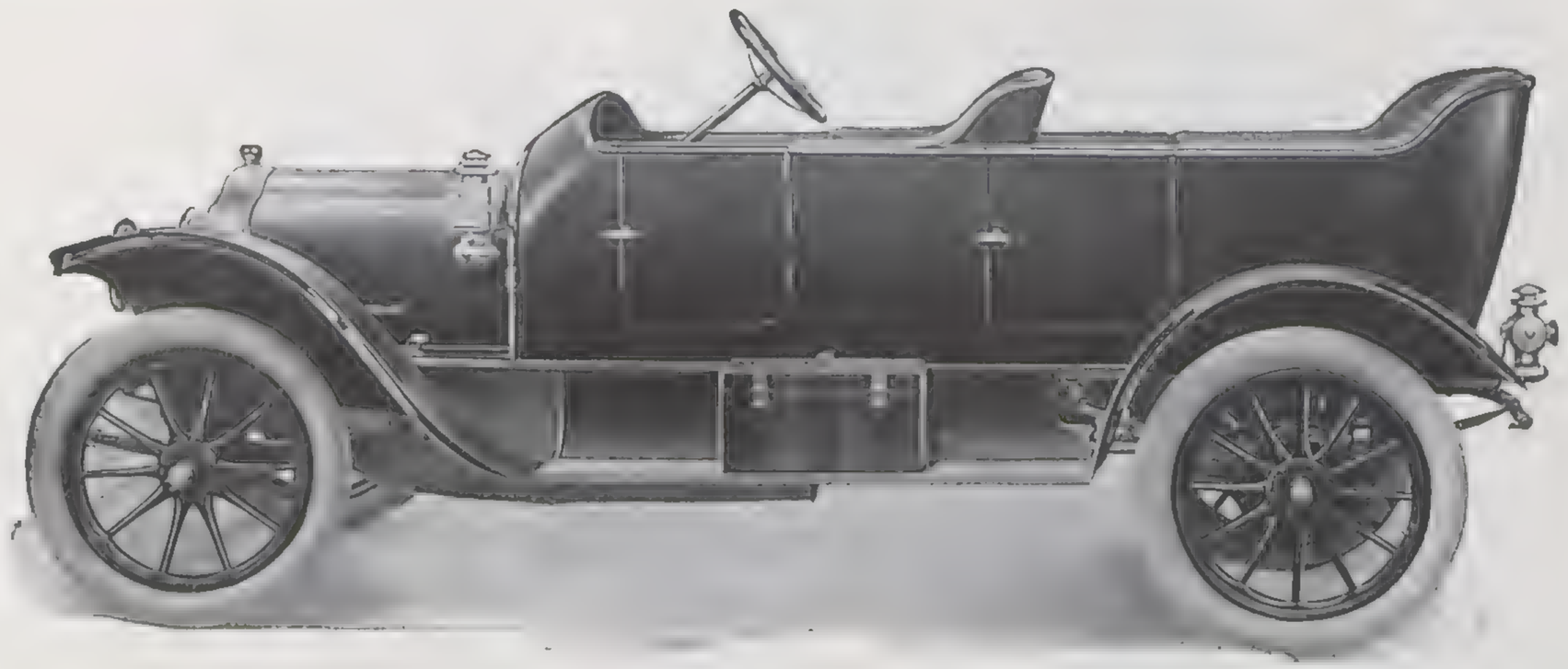
There are twelve types of the Goodwin corset, eight front-lacing and four back-lacing models, in two to three lengths each, made from every variety of suitable material, with much or little boning as desired.
Ready-to-wear and semi-made from $5.00 to $25.00.
Special designs for individual need, including surgical and riding corsets, from $10.00 to $45.00.
We are very successful with out-of-town fittings by the use of our special measurement blank.
The Goodwin line is sold only by corsetieres and exclusive dealers in women's apparel.
We desire suitable representation in all places not now having Goodwin shops.

Goodwin,

373 Fifth Ave.
New York, N. Y.

BOSTON, MASS.
687 Boyleston St.

CHICAGO, ILL.
34 Washington St.



The Value of the Long-stroke Engine

THE long-stroke engine is economical in the use of gasoline. The reason is easy to understand when it is explained. In gasoline engine work each cylinder has to be filled with vaporized gasoline—the amount required depends upon the dimension of the cylinders but it depends much more upon the bore than it does upon the length of stroke, for the following reasons. The cubical contents of cylinders are compared by squaring the diameter and multiplying by the length. Consequently, the difference in diameter means a great difference in volume. For example: a cylinder with a one inch bore and a four inch stroke has just one-fourth the cubical contents of a cylinder with two inch bore and a four inch stroke. It is therefore apparent that a little difference in the length of stroke does not appreciably increase the volume, while a slight increase in diameter makes considerable difference. The long cylinder is much more effective, however, because, through it we secure the benefit of every bit of the expansive power of the gas. It is the old question of the length of barrel in fire arms—every huntsman understands the value of the length of barrel in his rifle when he wishes to secure power represented by penetration. It is the same thing in revolvers —a Derringer with its one inch barrel, being used only for hand to hand or short range work, while a colt with its six inch barrel is many times as effective and secures a much greater penetration. Both may shoot the same cartridge which would be the same as saying—both use the same charge, in gasoline engines.

White Cars Economical

THE above tells the whole story of the remarkable performance of White gasoline cars and trucks from the standpoint of both power and fuel consumption. The White cylinders are moderate in size, consequently, it takes less gasoline to fill them—they have the long-stroke which gives the full benefit of the power—therefore, we get high-powered results. White cars are further economical because they have four forward speeds which conserves the engine's energy. Every White car also has a compression release, a feature which eliminates all danger and makes cranking easy.

Let us send you our latest catalogue, list of owners in your locality, and their testimonials.

The White Company

804 EAST 79th STREET, CLEVELAND, O.

"S *and* X"

YOUR OPPORTUNITY TO SELL OR EXCHANGE

RATES.—For the first 25 words or less, $1.00. Additional words five cents each. Price when given (as $4.50) counts as one word; in giving dress measurements, etc., six figures count as one word. *The correct remittance should accompany every order,* but we are always ready to advise you about the best form for your advertisement, and to receive letters of inquiry from readers considering advertising in the "S & X."

REPLIES to these advertisements should be placed in a stamped envelope, with the number of the advertisement and rate written in the corner (for example, No. 270-A, April 15th, 1911). Then enclose this envelope in an outer envelope addressed to us as follows:—Manager Sale and Exchange, Vogue, 443 Fourth Avenue, New York.

Your reply will be forwarded to the advertiser by the next mail after it is received at this office.

ENCLOSE no money in your first reply. Wait till you hear from the advertiser that your offer is acceptable.

DEPOSIT SYSTEM.—In order to facilitate the inspection of articles advertised, Vogue will receive on deposit the purchase money for articles valued at $5.00 and upwards. When the sale is concluded, the money will be forwarded to the advertiser, or, if no sale results, the money will be returned to the depositor. Full particulars of the deposit system, and of our other rules, will be sent on request.

Wearing Apparel

TWO real cashmere shawls with deep Persian border; one white center; very unusual; other black center; would make handsome summer wraps. Will sell $100 apiece. No. 235-A.

BLACK lace thread shawl, sixty years old; in splendid condition; can be used as drapery or for lace waist. Cost $200; will accept reasonable offer. No. 236-A.

FOR SALE—Restaurant gowns and negligee, slightly worn; size 36. New Paquin opera wrap. Dark blue new Francis tailor suit. Black wrap, chinchilla trimmed. Embroidered wistaria cloth coat. Reasonable. Seen by appointment only. No. 239-A.

STEEL gray Canadian squirrel stole and large muff; smartly made up and in perfect condition; very handsome; cost $175. Also low neck evening dress, Princess style, of soft green chiffon, covered with an all-over rosebud Valenciennes lace; very exquisite; never worn; bust 36. Cost $150; will accept reasonable offers. No. 241-A.

FOR SALE—Exquisite rose point scarf, 31 inches wide, 3 yards long; can be used as wedding veil; cost $1,500. Any reasonable offer considered. Can be seen in New York. No. 244-A

WHITE lace dress, imported lace; worn three times; size 36; cost $250; sell $100. Also child's white curly fur coat, tippet and cap; Scotch models; size 6-8; price $25. No. 253-A.

AN elegant embroidered white crêpe shawl, with deep netted fringe; in good condition; cost $40; sell $20. No. 258-A.

FOR SALE—Pink crêpe, hand embroided tea gown; never worn, and in good condition. Cost $150; sell $50. No. 259-A.

HANDSOME three-piece lavender broadcloth suit, semi-fitting coat, size 38; cost $150; sell $70. Also pale blue silk gown, silver lace trimming; cost $75; sell $30. Both by good New York firms. Approval C. O. D. No. 267-A.

WANTED—A light blue afternoon gown. Must be in good condition; bust 36; skirt length 40. No. 28-B.

WANTED—Large black summer hat, to be sent on approval, C. O. D. Give full particulars. No. 29-B.

WANTED—Evening coat for young girl; must be elaborate; price not to exceed $25; size 34-36. No. 30-B.

BLACK crêpe winter evening wrap, trimmed with wide bands, cut jet; imported model; never worn; cost $150; sell $50. No. 237-A.

VERY handsome new blue messaline satin restaurant evening gown; size 36; cost $185; sell $70. No. 238-A.

RIDING habit, made by Mueller, black and white check; stunning; size 34-36; bargain. No. 260-A.

WANTED—Handsome white lingerie gown, either long or short length; size 36. No. 36-B.

WANTED—Opportunity to purchase lawn or linen gowns; sizes 34-38. No. 31-B.

Wearing Apparel—Cont.

LIGHT gray woolen tailor made coat and plaited skirt; in perfect condition; size 38; cost $65; sell $20. No. 247-A.

WANTED—A natural color silk pongee coat; size 38; must be in good condition and cheap. No. 32-B.

FOR SALE—High tan riding boots; almost new; size 4½; cost $13; sell $7. No. 250-A.

JEUNE-FILLE Parisian evening frock dew-drop net veiling, pale blue; worn but twice; size 36; sell $25. No. 252-A.

BROWN linen table cover, edged with Cluny, heavily embroidered in shaded gladirlac; price $15. No. 256-A.

WOULD like to buy a light colored willow plume at a reasonable price. No. 33-B.

SMOKE gray tailored suit, heavy weight cheviot serge; three-quarter length coat; bust 38; skirt 40; price $25. No. 243-A.

ONION colored crêpe de chine evening gown from exclusive maker; worn twice; size 34; cost $75; sell $35. No. 261-A.

WANTED—White polo coat; size 36 or 38; will sell or exchange long white broadcloth coat, lined white satin; also long black coat, rough material. No. 38-B.

WANTED—A lady's navy blue man's suiting, well tailored riding coat; bust 36; waist 25. No. 34-B.

WHITE serge dress trimmed in braid; $20. White serge tailored suit with black moire silk collar, $25. White linen tailored suit, $20. Five white duck and white linen skirts waist length. No. 262-A.

GOLDEN brown chiffon taffeta and chiffon cloth blouse, size 38; hand embroidered; worn once; cost $25; sell $15. No. 240-A.

Furniture, Etc.

ANTIQUE chairs, camel's foot table, lady's desk, mahogany bureau, teapots, clock, warming pan. All purchased originally in the Berkshires. Prices reasonable. No. 264-A.

ANTIQUE all gold round Napoleon parlor stand. French design. In fine condition. Will sell at a bargain. No. 234-A.

ANTIQUE card table, black lacquered, inlaid, tip-top; in fine condition; price $25. No. 245-A.

FINE mahogany sideboard, more than six feet long. Over 100 years old; in perfect condition. Price $200. No. 251-A.

WANTED—Circassian walnut drawing room furniture of Louis XVI design; consul table and mirror. No. 25-B.

ANTIQUE hanging globe; cut and frosted glass holding candle, for sale; rare; photo if desired. No. 265-A.

COLONIAL Britannia service, five pieces, perfect condition. Made by Reed & Barton, 1864. Sent on approval C. O. D. No. 266-A.

Professional Services, Etc.

LADY wishes to cater to those wanting rare artistic things in the art needle world. Specialty of trousseaux, layettes, waist and monograms. No. 51-C.

YOUNG man of good family desires position as secretary or traveling companion. Speaks French fluently, good typist and stenographer. Best references. No. 52-C.

WANTED — A children's nurse, white, German or English preferred. Would have to come South immediately. No. 50-C.

Pro,essional Services, Etc.— CONTINUED

AGREEABLE lady wishes traveling position, now or later, as governess or useful companion. Speaks German, French and English; plays piano; fond of sport; experienced traveler. Still in position. Highest city references. No. 53-C.

Miscellaneous

A WHITE enamel Wakefield Rattan Co. English perambulater in perfect condition, having been recently relined; also new rubber tires. Cost $83; sell $35. No. 249-A.

ELECTRIC Victoria (Columbia), batteries just renewed, new tires and general condition excellent. Cost $1,800, will accept any reasonable offer. No. 255-A.

FOR SALE—Two volumes Knight's edition of Shakespeare, 16 x 20, leather bindings, steel engravings. Price reasonable. No. 242-A.

CARVED silver chatelaine pin and seven chairs. Vinagrette lead pencil, stamp box, memorandum tablet and pin cushion. Sell $50. No. 246-A.

HANDSOME tortoise shell set, necklace with large cross pendant. High back comb of solid shell. Price $45. No. 248-A.

FOR SALE—Violin, bow and case; excellent instrument for amateur. Particulars sent on request. No. 254-A.

EXCHANGE—During part of summer, modern twelve-room Ohio home, for seaside, lakeside or mountain residence. No. 257-A.

FOR SALE—Beautiful Pomeranian dog, small and good disposition. Imported and prize-winning stock. No. 263-A.

A COPYRIGHTED song entitled "Old Friends are Best," for sale. High class lyric and theme; cost $500; sell $200. No. 268-A.

OIL PAINTING—"Wayside Shrine" by late Carl Hubner, Dusseldorf. Cost, 60 years ago, $2,200; price $500. No. 269-A.

WANTED—Small diamond clasp for necklace. Must be very reasonable. State price and full particulars. No. 37-B.

FOR SALE—A 16-foot modernized American basement residence in the upper forties, close to Fifth Ave., suitable for a fashionable dressmaker. Easy terms. No. 270-A.

NARROW dog collar, real seal pearls, chipped diamond bars, 13-inch neck, $50. Or will exchange for one or two bracelets, stiff gold set, with stones. No. 271-A.

"S. & X." Service

A Letter from a Purchaser to an Advertiser

March 11, 1911.

My dear Miss B——:

Your gowns were received this evening and are in perfect condition. If they had been made for me they could not have fitted me better. You and I must be exactly the same height. To say I am delighted with them does not half express it. So I am keeping them both.

If you have anything else in skirts, waists, wraps or suits, that you care to dispose of, will you please let me know.

Very truly yours,

Mrs. J. B——,
Casper, Wyo.

This is a sample of the letters that pass between the patrons of the "S and X." Why not try an advertisement of your own? Address:

Manager "S *and* X" Department,

VOGUE, 443 Fourth Ave., New York

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers.

RATES

One year, (payable in advance)..... $40.00
One year, (payable monthly, subject to 5% cash discount). $50.00
Single insertions, (subject to 5% cash discount)..... $2.50

Space Limited to 4 lines—about 25 words. Forms close 3 weeks in advance of date of issue. Address all correspondence to: Manager Shoppers' and Buyers' Guide Vogue, 443 Fourth ave., New York.

Art Goods

BOOK PLATES, original designs. Send for Catalog. Coats-of-arms painted for framing. Penn De Barthe, 929 Chestnut St., Philadelphia.

Boas, Feathers, Etc.

MME. APHE. PICAUT
OSTRICH BOAS AND FEATHERS.
Repairing. Cleaning and Dyeing.
38 West 34th Street. New York.

METHOT Ostrich Feathers of quality. New Plumes made from your old, discarded feathers at half the cost of new. Dyeing, cleansing and curling. 29 W. 34th St., 925 Broadway, N. Y.

Books

Elizabeth Lee—Specialist. Shopping. Designing to suit individual needs. Expert advice. Wardrobes planned. Toilets suggested. Home helps offered. Booklet on request. Suite 800 110 W. 34th St. N. Y.

Women Who Wish to bring out their good points should consult "Successful Gowning," a manual for smart women. Answers many questions daily. Price, $1.50. 110 W. 34th St., N. Y.

Bridge Whist

"RAD-BRIDGE" CLUB LINEN PLAYING CARDS. Design of back fine hemstitched linen. Patented. Red, blue, brown and green. 25c. pack. Gold Edge, 35c. Send for samples.

"RAD-BRIDGE" Silk Velour Playing cards. Latest, "It's a beauty." Same quality, size, colors and price as our famous club linen card, only difference design of back. Samples.

"RAD-BRIDGE" LIFE'S BRIDGE PAD. 26 cupid pictures by "Life" artists in pad of 50 sheets. Space for more than 150 rubbers. 25c per pad. $2.50 per dozen. Sample free.

"RAD-BRIDGE" sterling mark on Bridge accessories the world over. Illustrated catalog free. Ten cents in stamps (less than cost) secures our handsome sample wallet in addition.

"RAD-BRIDGE" GOODS ARE SOLD by first-class dealers everywhere, or will be sent direct, carriage paid, on receipt of price. Dept. V. Radcliffe & Co., 144 Pearl St., New York.

LILLIAN SHERMAN RICE, 206 W. 95th St., N. Y., author of "Bridge in a Nutshell." Classes in bridge and auction. Taught in six lessons. Private instruction. Phone 6189 River.

"BRIDGE DON'TS." A handy little book by Walter Camp, gives in condensed form for busy people the essential points. 38c. P. F. Collier & Son, New York.

Champagnes

Deutz & Geldermann, Gold Lack The Finest vintage champagne imported to this country. The Ritz Company, 4½ East 47th St., N. Y., Sole Agents for U. S.

China and Glass

T. F. REYNOLDS, 7 E. 28th St., New York. China and glass at moderate prices. Metal and leather goods. Attractive novelties for anniversary and wedding gifts.

Chiropody

Dr. E. N. Cogswell, Surgeon Chiropodist, Expert Manicuring. Dr. Cogswell's Foot Tonic insures foot comfort, $1. Foot Ointment, 50c. Toilet Powder, 25c. 418 Fifth Ave., N. Y.

Confections

HUYLER'S "Sweethearts"
Delicious heart-shaped candies packed in heart-shaped, decorated boxes. Sold by our Sales Agents and at all Huyler's Stores at 30c. each.

Cleaners and Dyers

Laces Dyed to Match Gowns
Dressmakers' materials, garments cleaned, dyed. Mme. Pauline, 233 W. 14th St. and 115 E. 34th St., New York.

REES & REES Cleaners and Dyers. Laces a Specialty. New York, Boston, Philadelphia, Atlantic City. Main Office and Works, 232, 234, 236 East 40th Street, New York City.

LEWANDOS America's Greatest Cleaners and Dyers, Boston, Mass., 284 Boylston Street and 17 Temple Place; New York, 557 Fifth Avenue; Philadelphia, 1633 Chestnut Street.

LEWANDOS—BRANCHES
Washington Albany Providence Newport Hartford New Haven Bridgeport Lynn Salem Cambridge Delivery system Telephone in all shops

BLANCHISSEUSE de Fin. Lingerie and Lace Curtains a specialty. Personal attention given all work. Prices reasonable. Mme. Dunand, 606 Park Ave., N. Y. Tel. 2685 Plaza.

Corsets

MME. ZUGSCHWERT
Custom Corsets. All Designs.
Latest Creations in Lingerie.
Republic Building, 209 State Street, Chicago.

MME. S. SCHWARTZ
CORSETIERE.
12 West 39th Street, New York
Telephone, 4882 Murray Hill.

MME. BINNER
CORSETIERE,
is cultivating figures with her famous corsets at 18 East 45th Street, New York.

MME. ROSE LILLI, Corsetiere.
Models which accurately forecast the "Trend of Fashion." Custom made only. 15 West 45th St., N. Y. Tel. 2818 Bryant.

OLMSTEAD CORSET CO.
High Grade Corsets designed for each individual. "Gossard" Front Laced Corsets. Lingerie. Tel. 5224 Gramercy. 44 West 22d St., New York.

BOSTON HYGIENIC CORSETS
Front Lace. Stock or custom made. Send for 1911 catalogue. Wholesale or retail. 398 Fifth Ave., N. Y.; 501 Washington St., Boston.

Exclusive Goodwin Corsetieres
Trained to represent us in all localities not now having Goodwin shops. 373 Fifth Ave., N. Y.

MISS AHERN.
"The Directoire Corset" to REDUCE THE FIGURE. Re-orders require no fitting. 69 W. 48th St., New York. Tel. 1909 Bryant.

LE PAPILLON CORSET CO.
Mme. Gardner, formerly of 373 Fifth Ave., has assumed management of above concern at 21 W. 38th St., N. Y. Tel. 4383 Murray Hill.

BERTHE MAY'S CORSETS
Specialty for Maternity and Abdominal Support. Dress as usual. Uninterrupted comfort. Mail Orders. 125 W. 56th St., N. Y.

WADE CORSETS. High grade. Exclusive, satisfying. Not sold in stores. Write for style book and nearest agency. Address, Wade Corset Co., 79 E. 130 St., N. Y.

EXCLUSIVE MODELS
in custom corsets, bust confiners and lingerie. Pneu Form Co., 557 Fifth Avenue, New York. Telephone 7620 Bryant.

Woven Elastic Corsets, Bust and Hip Confiner. La Spirella Corsets with the new flexible rust-proof ventilated stays. Mme. E. Watson. 1820 W. 34th St., N. Y. Tel. 3140 M. Hill.

MME. M. CUNNINGHAM. Gowns and corsets to order. Also ready to wear corsets. Surgical and athletic corsets to order. Mail orders filled. 14 W. 29th St., N. Y.

"PEETZ." Front Lace Corset. The highest art in corseting. Prices: $5.50 to $40. Made and sold only at 36 East 33rd St., N. Y.

ORIGINAL celebrated "Front Lace" Corset, made by Maas & Danckwerth, 43 W. 36th St., N. Y. Phone 4705 Murray Hill.

(Corsets continued next column)

JUNOFORM CORSET accessories and Bust Improvers are necessary aids to well-dressed women. At all shops. Write for price list. Junoform Co., South 4th St., Phila.

NEW CREATIONS in scientific "Brassiere Body Poise Brace" and patented under garment for ladies. Miss H. Redding Coughlin, 20 W. 31st St. Tel. 189 Madison.

Dancing

PRIVATE CLASSES for Ladies, gentlemen and children in body-building and hygiene. Louis H. Chalif, Grad. Imp. Ballet School of Russia. 7 West 42d St., New York.

Decorating and Furnishing

John S. Bradstreet & Co., Importers, designers and manufacturers of hand-made furniture, mural decorations, interior fitments, and wrought metal work. Minneapolis, Minn.

Embroiderers

AIKEN & CO., 1 E. 28th St. Hand and machine embroidery, heading and hemstitching to order. Also a variety of beads to match and color.

Employment Agencies

MISS BRINKLEY, 4 East 42d St. Has positions for, and applications from competent housekeepers, governesses and household servants. References personally investigated.

Miss Brinkley makes a specialty of opening and closing houses, taking inventories and furnishing caretakers. Circulars sent on request. Nos. 4 and 6 East 42nd St., N. Y. Tel. 6892 Bryant.

Gowns and Waists

MRS. M. BUSSE Evening, street and strictly tailor made gowns, imported and original designs. Evening gowns a specialty. All orders filled at short notice. 766 Madison Ave., near 66 St

MANIE GUION THOMPSON
32 E. 58th St., N. Y., one block from Hotel Plaza. Waists, Blouses, Hats, etc. Misses' and Children's smart coats and frocks to order.

MME. ELISE from PARIS.
Imported Tailor Suits, Street Dresses and Evening Gowns a specialty. Moderate prices. 112 East 29th St., New York. Tel., 4094 Madison.

GEO. ELLIS, Ladies' Tailor
Makes smart, plain and fancy suits from $45 up. Perfect fit guaranteed. Mail orders solicited. 44 West 36th St., New York.

JANE (Incorporated) Originator of the Jumper, costumes for all occasions. Every facility for and personal attention given out of town patrons. 17 W. 30th St., N. Y.

A. LUST. Ladies' Tailor.
Riding Habits. Special attention given to mail orders. 580 Fifth Ave., cor 47th St., New York. Telephone 2043 Bryant.

TAILOR GOWNS Remodeled to prevailing styles by J. H. Comstock for the past 17 years. Now located at 286 Fifth Ave., N. Y. Tailor suits from $65. Tel. 158 Mad. Sq.

Jean Michel and Louise Michel
Gowns for all Occasions.
Exclusive Styles—Perfect Fitting.
11 West 35th St., N. Y. Tel. 5185 Murray Hill.

THE MENDING SHOP. Gowns remodeled. Suits cleaned and pressed. Shop waists and gowns refitted. Miss H. R. Coughlin, 20 W. 31st St., N. Y. Phone 189 Madison.

MLLE ELISE. Tailor-made Suits
made to measure, $35 up. Also gowns, tub suits $15 up. Corsets, lingerie, negligées, millinery. 561 Fifth Ave., S. E. cor. 46th St., N. Y.

HELLESOE STREIT CO.
Tailored waists to order in madras, linen, flannel and silk. Original designs.
184 Michigan Avenue, Chicago, Ill.

Mrs. Wilson's Mending Shop
Mrs. Wilson, formerly with Mrs. Osborn Co. Blouses, Evening and Tailor Made Gowns. Gowns remodeled. 26 E. 28th St., N. Y. Phone 4563 Madison

FASHIONS & FADS— That smart new small shop. Gowns, dresses and waists—original designs of the different kinds for all occasions. 8 W. 32nd St., N. Y. Tel. 1929 Madison.

THE GREEN SHOP is now showing the newest creations of tailored suits and gowns. The smartest styles for Spring and Summer wear. 56 W. 45th St., New York.

CHARLOTTE—Street Dresses
and Evening Gowns. We make a specialty of separate waists for large women. 4 West 33rd St., N. Y. Tel. 5025 Madison.

(Gowns and Waists cont'd next column)

Victorine—Rebuilder of Gowns.
Old gowns of every kind remodeled equal to new. Evening gowns a specialty. 104 West 83d Street, New York.

BRODOWSKI. Smart gowns of exclusive designs for every occasion. Tailor-made, $65 up. Out-of-town orders filled promptly. 130 E. 17th St., New York.

S. CASOLA & BROTHERS
Ladies' Tailors, 69 West 23d Street, New York City. All suits guaranteed to fit. Telephone 1851 Gramercy.

MME. CUMING. Fashionable gowns of the better sort made from your own material, designed to suit your individual requirement; moderate prices. 54 W. 23d St., New York.

WEINER BROS. Smart Ladies' Tailors and Furriers. Late with Mme. Chapins. Latest and most exclusive styles. 9 E. 35th St., N. Y., near Fifth Ave.

IMPORTED English smocked frocks, in all materials for children. Also Irish lace. Orders taken by Mrs. J. B. McCoy, Jamestown, James City Co., W. Virginia.

SALOME CO., 564 Lexington Ave., N. Y. Recently Paquin, Paris. High class gowns for all occasions, artistic foulard lingerie dresses. Waists individual style, material accepted.

TUB DRESSES. Three special models, trimmed with Cluny or Irish Crochet Lace and hand embroidery. $25 to 45. Lace and evening gowns remodeled. Sarah A. Healy, 182 Madison Ave., N. Y.

GOODMAN. Shirt waists, tub suits and skirts in madras, linen, silk and flannels. Oldest established. 10 W. 46th St., N. Y. Tel. 4642 Bryant.

OTTO BECK, Ladies' Tailor. Superior tailored Suits and Riding Habits exclusively; $70 up. Distinctive lines and materials. 29 W. 33d St., N. Y., west of Waldorf-Astoria.

The Dellgance Maternity Gowns
Invalids' Robes and House Frocks, Artistic, comfortable. Send for price list, cuts, etc. The Dellgance Gown Co., 1357 Downing St., Denver, Col.

SPECIALTY Ladies' and Misses' smart models in dimity and gingham dresses for morning wear. Exclusive styles. Miss H. Redding Coughlin, 20 W. 31st St., N. Y. Tel. 189 Mad.

Mme. Renfrew Wood, Gowns for all occasions. Exclusive and original designs. Embroidered robes to order, any desired color, any materials. 112 W. 48th St., N. Y. Tel. 2884 Bryant.

Children's Wear from infancy to twelve yrs. Garments made to order, style and fit guaranteed. Boys' dresses, one to five yrs., specialty. Beebe & Shaddle, 38 W. 33 St. Tel. 7537 Mad.

A. M. WEBSTER & CO. Smart cotton frocks, made to order; also hand-embroidered dresses $30 up, linen suits $23 up. Address 4 West 33d St., N. Y. Second floor.

MME. JOSEPHINE, formerly of London. Gowns to order all occasions. Materials accepted and designed, blouses, negligee and tea gowns remodelled. Moderate prices. 316 Lex. Ave., N. Y.

Hair Goods & Hair Dress'g

MISS EMILY, formerly with the Imperial Hair Regenerator Co., expert in restoring gray and mottled hair, 25 years' experience. Application $5. 54 W. 23rd St., N. Y.

Ladies' Hair Dressers
Lehnert and Alexander, removed to 309 Madison Ave., just below 42nd St., New York. Tel. 1434 Murray Hill.

VIROLL, 500 Fifth Ave., N. Y. Manicuring. Special facilities for Massage. Reclining chairs for shampooing. Specialties; hair goods and egg shampoo. Hours 9-5. Tel. 7520 Bry.

N. STONE, specialist in hairdressing. Waving and making up fine hair goods—specialty. Formerly with A. Simpson, 503 5th Ave. En. 42nd St., Ph. 4986 Bryant.

FAULTLESS CURLING IRON
Invention Mme. M. Reiser, 120 E. 28th St. Produces that waving effect now a la mode. On sale at the Notion Dept., Wanamaker's.

Laces and Embroidery

Mrs. Raymond Bell, 18 W. 33d St. Specialty Lace Shop. Baby's Irish Shoes, $3.50 and $5.00. Bonnets, $8.50 and upwards. Children's English smocked dresses, also to order.

THE FRANCISCAN Missionaries of Mary Hand-made laces and embroideries. Orders taken for ladie's lingerie, baby dresses, table linens, etc. 225 East 45th Street, New York.

SARA HADLEY, 9 E. 35th St. Antique and modern Laces, Shawls, Scarfs, Fichus, Flouncings, Berthas, Collars, Edges, etc.

The Ackley Gift Shop Embroidered waists, gowns, baby caps, luncheon sets, tea napkins, bridal and table linen embroidered to order. 1617 Orrington Ave., Evanston, Ill.

(Continued on page 17)

SHOPPERS' AND BUYERS' GUIDE

(Continued from page 16.)

Lingerie

THE IRISH LINEN CO.,
Importers hand-embroidered lingerie waists from $1.75; hand-embroidered gowns from $12 up. Selections sent on approval. Davenport, Iowa.

Massage

FLORENCE A. WOODLEY
Scientific facial specialist. New European Method. For relaxed muscles, deep lines, tan and freckles. TOILET PREPARATIONS, 45 W. 34 St., N. Y.

Mme. Lewis, Specialist. For a healthy scalp and luxuriant hair, consult Mme. Lewis, who uses the famous Mme. Blake method. At patrons' residence. References & testimonials 7 E. 33d St., N.Y.

Millinery

HOYT, MILLINERY
Importer of Fine Millinery.
Correct Style for Tourists.
St. Paul, Minn. 4th and St. Peter Sts.

VISITING MILLINER
Remodeling a Specialty.
Up-to-date Trimming.
Prompt Attention. DARE, 9 E. 30th St., N. Y.

THE LITTLE HAT SHOP
21 W. 31st St., New York, will make your own feathers and materials into new and becoming modes. A trial convinces. Mabel Hutchinson.

Milliner Artistic. Work at patrons' home if desired. Feathers and Boas made, dyed, cleaned curled. Prices moderate. Lillian Morris, 534 W. 124th St., N. Y. Tel. 3763 Morning.

TURNEY, Milliners and Importers, 9 East 35th St., near 5th Ave., N. Y. Tel. 7199 Mad. Becoming Hats, Toques and Bonnets from $10 up. Auto Turbans from $5 up.

Sell Tailored Hats at Home. Millinery importers wish to hear from ladies who can sell ladies' tailored hats at home. Wholesale prices. Raffel & Co., 234 Park Ave., Baltimore, Md.

LOPEZ
Private Milliner.
Imported Models Shown.
Very Reasonable. 705 Lexington Ave., N. Y.

Miscellaneous

WEDDING VEILS—
and Wreaths to order from $10 to $25. Write for sketches and particulars. Mail orders a specialty. Miss Allen, 11 E. 33d St. With Quiller.

Mourning Millinery

HENESEY, MOURNING HATS
Correct styles in Bonnets, Toques and Veils. 424 Fifth Ave., corner 38th St., New York. Formerly Lillias Hurd. Telephone 937 38th.

Photography

Lillian Baynes Griffin. Portraits by photography made in homes or at the Studio. "In the House of Flowers," with Oscar Pach, 562 Fifth Ave. Tel. 5780 Bryant. Booklet on request.

Rooms, Ap'ts, Etc.

THE ADRIENNE, 319-321 W. 57th St., N. Y. Comfortable rooms, single or en suite. Good table. Transient guests taken. Apply to Miss Proudfoot.

Visitors in New York. Excellently appointed boarding. Central Park at door, Riverside Drive three blocks. Shopping district ten minutes. Southern cooking. Mrs. E. T. Allan, 5 W. 90th St.

Shoes

WILLIAM BERNSTEIN Short Vamp Shoes (Reg. U. S. Pat. Off.) Originator; creator. Fit, Quality Style. Send for Booklet "V." Sold only at 54 W. 31st St., New York.

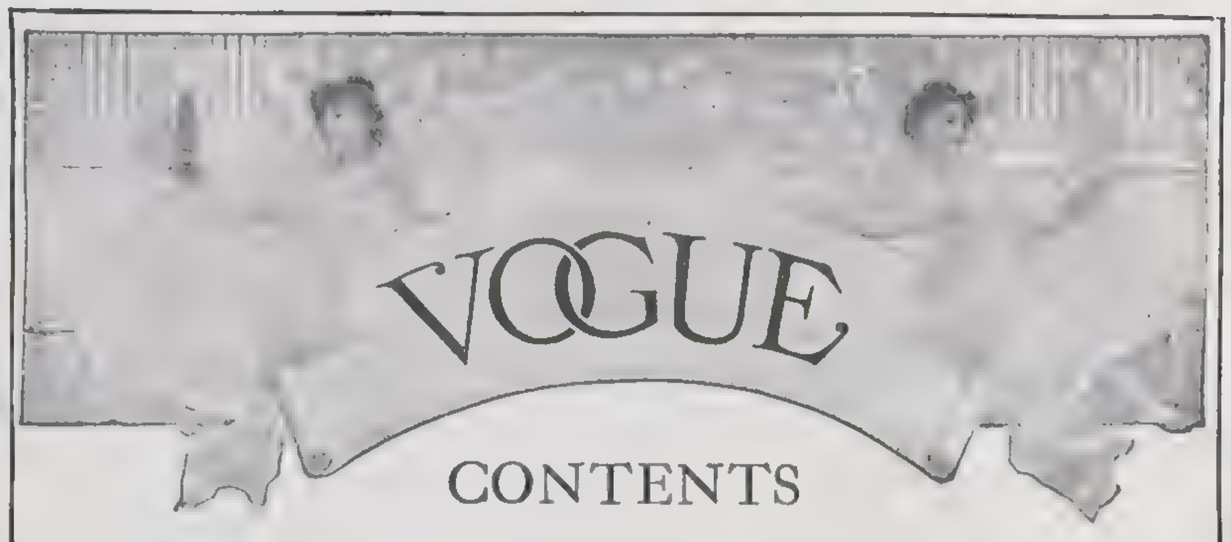
JACK'S SHOE SHOP. Short Vamp Shoes—the smartest, snappiest and most comfortable footwear made. New catalog "H" sent on request. 495 6th Ave., bet. 29th & 30th Sts., N. Y.

SHORT VAMP SHOES Satins, Velvets, Cuban and Louis XV heels. Sizes 1 to 9, A to EE. Catalog sent free. J. Glassberg, 58 3d Ave., bet. 10th and 11th Sts., New York.

Shopping Commissions

Mrs. H. Goodale Abernethy
Shopping Commision. No Charge.
37 Madison Ave., New York.
24 Regents Park Rd., London. 1 Rue Scribe, Paris.

MRS. E. F. BASSETT,
145 W. 105th St., N. Y. Shops for and with you free. Will suggest costumes, household furnishings, etc. Tel. 4452 River.



CONTENTS

Vol. XXXVII, No. 8. APRIL 15, 1911. Whole No. 925

Copyright, 1911, by the Vogue Company. Registered in the U. S. Patent Office.

MRS. WILLIAM PAYNE THOMPSON—Page Photograph - - - - - - 18
THE SPRING MODE CULMINATED—Illustrated - - - - - - - - 19-21
TWO CHARMING FRENCH ACTRESSES—Photographs - - - - - - - 22
AS SEEN BY HIM—Illustrated - - - - - - - - - - - - - - 23-24
SOME OF NEW YORK'S FAIR EQUESTRIENNES—Photographs - - - - 25
THE COMING SCIONS OF FAMILIES WHOSE MEMBERS ARE SOCIALLY DISTINGUISHED IN NEW YORK—Photographs - - - - - - - 26
ROBBING OLD AGE OF ITS TERRORS—Editorial - - - - - - - - - 27
PARIS EN PROMENADE AT MONTE CARLO—Illustrated - - - - - 28-30
NINETEEN PAGES OF ILLUSTRATIONS OF THE NEW SPRING GOWNS, HATS AND DRESS ACCESSORIES - - - - - - - - - - - - 31-49
WHAT SHE WEARS—Illustrated - - - - - - - - - - - - - 50-51
SMART FASHIONS FOR LIMITED INCOMES—Illustrated - - - - - 52-53
VOGUE POINTS - 53
SEEN IN THE SHOPS—Illustrated - - - - - - - - - - - - 54-55
IN THE PHILADELPHIA SHOPS—Illustrated - - - - - - - - - - 55
NOTABLE PRIZE PICTURES OF THE SPRING ACADEMY—Photographs - 56
VOGUE PATTERN DEPARTMENT - - - - - - - - - - - - - - - 57
THE YOUNGER GENERATION—Illustrated - - - - - - - - - - - 58
THE WELL DRESSED MAN—Illustrated - - - - - - - - - - - - 59
SEEN ON THE STAGE—Illustrated - - - - - - - - - - - - - 60-61
MUSIC—Illustrated - - - - - - - - - - - - - - - - - - - 62
LONDON INTERESTS; THE ENGLISH SOCIAL WORLD—Illustrated - 65-66
THE SMART SHOPS OF LONDON - - - - - - - - - - - - - - - 67
HENGRAVE HALL AND ITS MISTRESS—Illustrated - - - - - - - - 68
A SURVEY OF LONDON FASHIONS—Illustrated - - - - - - - - 70-72
IN THE WESTERN SHOPS—Illustrated - - - - - - - - - - - 74-78
THE CORDELIERE THE MODE IN BAGS—Illustrated - - - - - - 76-78
FOR THE HOSTESS—Illustrated - - - - - - - - - - - - - - 80-82
NOBLESSE OBLIGE—Illustrated - - - - - - - - - - - - - - 84-86
WHAT THEY READ—Illustrated - - - - - - - - - - - - - - 88-92
ON HER DRESSING TABLE - - - - - - - - - - - - - - - - - 94
ART—Illustrated - 98-100
SOCIETY - 102-106
FASHION DESCRIPTIONS - - - - - - - - - - - - - - - - - 108-116
SHOPPING BULLETIN - - - - - - - - - - - - - - - - - - - 120

PUBLISHERS' NOTICES:

Vogue is published on the first and fifteenth of every month, by The Vogue Company, 443 Fourth Avenue, New York; Condé Nast, President; M. L. Harrison, Vice-President; Barrett Andrews, Secretary; Theron McCampbell, Treasurer.

443 Fourth Avenue, New York City.
Cable Address: "Vogue, New York."

Subscriptions for the United States and Mexico, four dollars a year in advance, postage free. For foreign countries in the postal union, five and one-half dollars a year, postage free. For Canadian delivery, postage must be added at the rate of $1.25 per year. Remit by check, draft or postal or express money order. Other remittances at sender's risk. Regular numbers, fifteen cents per copy. Special numbers, twenty-five cents per copy.

Manuscripts must be accompanied with postage for their return if unavailable. Vogue assumes no responsibility for unsolicited manuscripts except to accord them courteous attention and ordinary care.

Change of Address.—The address of subscribers can be changed as often as desired. In ordering a change of address both the old and the new address must be given. Two weeks' notice is required.

Entered as second-class matter February 16, 1910, at the Post Office at New York, N. Y., under the act of March 3, 1879.

SHOPPERS' AND BUYERS' GUIDE

Shopping Comm.—*Cont.*

MRS. SARAH B. DARLING
Purchasing Agent.
Accompanying out-of-town patrons. No charge. References. Chaperoning. 51 W. 16th St., N. Y.

MRS. VIRGINIA WARREN
Wilmington, B'way and 97th St., N. Y. Solicits your orders for mdse. from N. Y. Modish suits, gowns, hats, shoes, gloves and lingerie.

MRS. F. N. DAVISON
Registered Shopper in all lines. Shops for and with Customers. No charge. Correspondence solicited. 225 W. 45th St., New York.

HELEN CURTIS,
96 Fifth Avenue, New York.
General Shopping. No charge. Circular. Bank Reference. Telephone 3286 Chelsea.

THE SHOPPING STUDIO,
247 W. 76th St., N. Y. All kinds of shopping and house furnishing a specialty. Satisfaction guaranteed. No charge. Chaperoning.

The Quality Shopper, Suite 5004, 1 Madison Ave., N. Y., gives personal attention to your wants, expressing taste and judgment in selecting your purchases. No charge.

BRINDELL & POTTS,
114 West 104th St., N. Y. Shop for and with customers without charge. Samples and full information on request. Also millinery.

SELLING AGENT for women with over-stocked wardrobes. Slightly worn gowns only. Address all communications to Florence E. Burleigh, Canaan, New Hampshire.

Specialty Shops

THE LITTLE FAVOR SHOP
Adeline King Robinson, 19 W. 31st St., N. Y. Tel. 2225 Madison. Cotillion Favors, Bridge Prizes, etc. Souvenirs for Dinners, Lamp Shades, etc.

Send One Dollar for Thirty
excellent menus and fifteen tested extra nice recipes. A help to housekeepers. Address "The Helpful Shop," Box 210, Norwich, Conn.

BEADS Spangles, Jewels, Chenilles, Gold Threads, Tapestry Silks, Embroidery Materials. Everything in this line that can't be had elsewhere. Peter Bender, imp., 111 E. 9th St., N. Y.

Summer Homes

MUSKOKA, CANADA, Wistowe Island, Lake Rosseau; ten acres, beautiful house, large verandas, living rooms, dining and breakfast rooms; ten bedrooms.

HOUSE, completely furnished; launch, boat and bathing houses. Everything in best condition. Phillip's Estate, Carlaw Ave., Toronto, Canada.

Tea Rooms

Rip Van Winkle Tea Shop
17 W. 37th St., N. Y. "The Peasant Kitchen," a bit of Old World quaintness. Phone 953 Murray Hill.

THE GREEN DRAGON,
5 E. 36th St. Luncheon, tea room and Novelty Shop. Delicious cooking. Club luncheons and lessons in bridge. Phone 2887 Madison Square.

THE FIRESIDE will gladly fill orders and deliver home-made cakes, preserves and pickles. Southern dishes specialty. Mrs. Price McShane of Baltimore. 48 E. 34th St. Ph. 7685 Md. Sq.

CHIC, Luncheon and Tea Parlor. Dinner, 75 cents. Dainty lunches. Cuisine of the highest. 17 West 34th Street. Next to Riker's.

The Tally Ho! 20 E. 34th St., N. Y. Tel. 1063 Mad. Luncheon and afternoon tea. "Picturesque, novel experience."—N Y. Herald. "Patronized by many fashionable Americans."—London Sketch.

Toilet Preparations

MYSTIC CREAM makes the skin like velvet. The only perfect "non-greasy" Toilet Cream. Your address on postal brings free sample. Ogden & Shimer, Middletown, N. Y.

Natural Flower Perfumery Co.,
291. 5th Ave., New York City. A. I. Murray, Owner. Exclusive Russian and French perfumes, face creams, powders and toilet articles.

DERMA "CREME HELENE"
The finest face cream made. Price 50c. a jar. At leading N. Y. department stores, or direct from Derma Co., Inc., 405 Broadway, N. Y.

Liquiderma—"The Perfect Rouge"
Applied in liquid form—detection is impossible. Price 50c. a bottle in plain package, from Derma Co., Inc., 405 Broadway, N. Y.

MARGARET KEELER. Scientific treatment of scalp and face. Chin Lotion. Mailed postpaid, $1.50. Violet Cream, cuticle softener mailed, 60c. 153 Madison Ave., N. Y.



MRS. WILLIAM PAYNE THOMPSON

Mrs. Thompson was Miss Edith Blight, one of the three lovely daughters of Atherton Blight, of Philadelphia. Lady Lowther, wife of Sir Gerard Augustus Lowther, British Ambassador at Constantinople, and Mrs. Mahlon A. Sands are Mrs. Thompson's sisters

Photograph by Lallie Charles

VOGUE

THE SPRING MODE CULMINATED

The Jupe-Culotte the One Inharmonious Chord Sounded by the Couturiers of Paris—Tiny Jackets and Fichu Wraps Lend a Demure Air to Street Toilettes—Diagonal Draperies a Feature of Gowns

THE true prophet of "la mode" is never deceived by superficial indications, but looks beneath the rippling surface for the actuating motive of the current, and watches the course of tendencies. In that way, sensationalism is avoided, and the calm voice of reason prevails. This has never been more aptly illustrated than just now, when all the world—that world which veers at Fashion's decrees—has been waiting with bated breath, as it were, to see whether women of taste and initiative intended to adopt the "jupe-culotte" or trouser skirt; whereas, those commercial wiseacres, the importers, have merely presented it in its various developments without comment, leaving the matter for their clientêle to decide; possibly themselves regarding it as a clever advertising ruse of the Parisian couturiers, and a masterly bit of caricature, not to be taken seriously.

JEANNE HALLÈE OFFERS AN INOFFENSIVE HAREM MODEL

All of the openings this spring where Paris costume models have been on display, have shown a number of styles of this so-called "harem skirt," and this fact alone is not without potency as a forecast of fashion possibilities. Various ideas have been developed, but in all of them the difficulty of making such a polyglot garment picturesque is apparent, and if not picturesque, wherefore its *raison d'etre?* Jeanne Hallèe has devised one of the most acceptable of the models put forth, made of black crêpe météore with a sailor collar of Venise lace outlined with a latticed band of Empire crimson and white and blue beads, the same forming the cordelière. The sleeves to the black semi-princess bodice are of Empire crimson chiffon, set in rather full, the black météore tunic falling to the ankles, being open only on one side, to afford a glimpse of the black météore trousers. There is nothing unpleasing in this spectacle, when worn, but on the other hand, what is gained?

OTHER EXAMPLES OF THE JUPE-CULOTTE

Drécoll has one example where the trousers are merely a lengthened part of the skirt, draped in place by means of hooks. Buzenet has an amazing creation made of black satin trousers, *en princesse*, and full at the ankles, overdraped with soft clinging chiffon in checkered black-and-white-and-blue. The black cape collar is of satin, and the cordelière of black and silver. Worth's model is made of blue-and-black striped satin with a cerise cordelière, the divided skirt being plainly apparent at the foot in front, but hidden by the drapery on the sides. Tavernier's effort deserves the palm for the extreme. Apparently a smart evening toilette, it is made of white lace over pink satin, the fourreau ending at the knee, as does also the lace tunic fringed with pink and crystal beads in points. Under this fringe, there falls a gauzy skirt of white lace bordered with pink velvet, slightly trained, the flimsiest sort of a disguise for the pink satin trousers in ankle length, that complete the effect. The designer of this creation might have had Mendelssohn's spring dance in mind.



(4) Three-piece model from Jeanne Hallée, in changeable blue-and-brown checked silk; the gown with cordelière of brown and gold, the coat in smart tunic effect

FRANCIS EXPLOITS SMART LITTLE ETON COATS

Of legitimate value, without freakish tendencies, there is no lack of models, and from Worth, Paquin, Drécoll, Callot, Paul Poiret, Bernard, Francis, and others not so famous many beautiful creations have been submitted. One is struck by the absence of Béchoff-David and Doucet models from these spring displays, and new names are developing with mushroom rapidity. The Francis, Drécoll and Worth models seem especially adapted to American tastes by their excellent lines and remarkably practical features, without tawdriness. One Francis costume, particularly appropriate for the morning walk, is made of natural-tint Baroness pongee, combined with navy-blue and white striped foulard, with the stripes set horizontally. The long straight tunic of pongee hangs unbrokenly from the Empire waist-line, save for the four-inch hem which is emphasized by coarse self-colored fagoting, the same finish being introduced in the swinging panel at the back. The bib of pongee overlaps the guimpe of foulard with white pearl buttons and loops, and the belt combines both materials with a pearl buckle. Smart to a degree is the accompanying Eton, made very short, with the belt set up slightly and fastened with a pearl buckle at the back. The flaring kimono sleeve is outlined along the shoulder to the cuff with fagoting, and the deep sailor collar of foulard ends in front with square revers decorated with pearl buttons, making a novel and striking effect.

Francis has developed this same idea rather differently in black-and-white striped wool with trimmings of black météore relieved with king's blue and tiny gilt buttons. The gored skirt is without a tunic, but a straight band with lateral stripes is set on at the knee, with the swinging panel slightly rounded at the back. The short Eton jacket with sleeves in kimono style and a deep sailor collar, is very similar in design to the model mentioned above. Smart little Etons of contrasting fabrics promise to be popular in both tailored and costume models.

THE SURVIVAL OF THE LONG, TRANSPARENT COATS

Evidently, the transparent long coats of last summer are to be repeated, for a number of handsome models are shown. Witness that charming example (No. 1) by Robert, in black chiffon, front-faced with black velvet, and a deep cape collar of Flemish lace matching the cuffs and the rounded border. Jenny & Company offers a smart all-cover coat of natural-color crash (No. 2) that has the double-breasted hood collar (overlapping the sunken-panel back, flanked by full-length box-plaits) decorated with touches of Em-



(6) *Paul Poiret model showing a clever play of stripes in effective black and white suiting. The linen waist-coat piped in purple is very new and chic*

pire green and ending with frog fastenings. For many purposes, the long separate coat is indispensable.

FILMY DRAPERIES CHARACTERISTIC OF DRÉCOLL'S GOWNS

One of the loveliest of the Drécoll afternoon models (No. 3)—of which there are so many—shows crossed bretelles and drapery. The foundation is of white satin, with the front displaying deep tucks of white chiffon over it. The crossed drapery of bleu-de-France chiffon bordered with black finds a meeting-point about half-way down the front, those three colors—blue and black and white—being also combined in the surplice bretelle folds. The ceinture of black satin has hanging ends of blue silk, finished with tassels. Another sensible Drécoll model is made of Empire crimson crêpe for the foundation, handsomely embroidered at the foot-front and neck empiècement, where it is unveiled in a rich Persian design. The entire gown is simply draped in black chiffon, the short full bodice being trimmed with black crochet buttons. Over this is worn a long black etamine coat having a four-inch tuck below the hips. This coat is transparent enough to show the veiled crimson through, and is handsomely trimmed with wide braid in basket weave.

Drécoll shows a superb evening toilette of silver cloth, draped with filet net, having diagonal silver banding. A chiffon scarf that shades from crimson to white and back to black, is draped across one shoulder and down on the skirt. The décolletage is made of banded pearls, diamanté, and the pearl cordelière has diamenté heads to the tassels. Very smart is another evening gown combining rose-pink chiffon over white satin, with velvet-brocaded taupe chiffon, and bandings of white Venise lace. The bodice has a taupe fichu and a square tablier at the back, the ceinture and corsage bow being of taupe velvet.

BROWN AND VIOLET A NEW COMBINATION

A very attractive visiting gown from this same establishment shows several novel characteristics. Made of Havana-brown double-faced satin with a violet reverse, the Empire tunic is slightly gored and fits the hips closely. The ground-length tunic parts on the left side and develops into a square train, which may be lightly lifted for walking, being unattached to the cream-colored



(7) *Costume of dark blue serge with striped satin revers. The straight little jacket shows a smart cutaway front and the skirt has a wide panel and pointed tabs*

skirt underneath, decorated with a deep flounce of écru filet, headed by a twisted band of brown velvet ribbon. The bodice of all-over filet has crossed bretelle bands of brown satin. Violet crochet buttons, trimmings of violet satin, and a deep pointed collar with squared revers, are the main features of the short hip-length coat. Another development is in black satin faced with king's blue, but the brown-and-violet combination is more effective.

CHANGEABLE CHIFFON AND TAFFETAS REVIVED

Another smart three-piece Empire gown (No. 4) is from Jeanne Hallée, made of changeable blue-and-brown checked silk, and a brown silk coat accompanies it. The corsage is crossed in surplice style over a collarless plastron of old blue, and bandings of brown silk and motifs of brown braid comprises the trimming, with small steel buttons. A cordelière of brown braid with gold knobs, hangs at the right. The half-length Russian coat is belted, and has kimono sleeves and braid trimming. Jeanne Hallée has also a very original example in a gown of Revolution-blue brocaded charmeuse that has a blood-red skirt and braidings of this hue around the neck of the high bodice, and down the side onto the opening of the tunic. It is a plain but smart model with its deep red cuffs, and blue charmeuse sash knotting with draping ends on the side.

SILK COATS WITH LINGERIE GOWNS

The truly Parisian fad of wearing colored silk coats with lingerie one-piece gowns finds exquisite development at the hands of both Francis and Callot Soeurs, who have each used the same shade of violet silk for their coats. The Francis model differs from the other in having double revers on its short Eton front, overlaid with heavy crochet lace, while the Callot coat is a little hip-length, semi-fitted affair, finished with crochet eyelets at the open side-back seams laced across with tucked strips of the silk, ending in bows with tasseled ends. The white skirt of fine lace and net has a row of small black lace rosettes right up the front, between frillings of narrow black lace, which also extend around the skirt, as a heading to the lace flounce.

GRAY AND OLD BLUE COMBINED BY CALLOT

Dove-gray is the color that Callot has used for a most unique afternoon gown, combined with old-blue velvet. The long gray tunic—in reality a skirt—is hung over white satin, and finished all around the bottom with fancy gray fringe. The second tunic is slightly draped, and has a ten-inch border of old-blue velvet, one long-fringed sash-end of the



(5) *Bewitching gown from Callot showing the new V-décolleté and fichu. The white satin foundation is veiled in dove-gray with a charming second drapery bordered in old-blue velvet*



(1) *Strikingly effective black chiffon wrap, front faced with black velvet and trimmed with deep collar, cuffs and border of rich Flemish lace*



(2) *The indispensable all-cover coat in a smart model of natural-color crash with shawl collar and hood showing facings of Empire green satin*



(3) *Charming lines of drapery are carried out in a lovely veiling scheme showing black chiffon bordered in blue over a white satin foundation*

These models may be obtained in Vogue patterns cut to measure; for prices see page 57

same hanging at one side of the back. The dove-gray kimono sleeves are finished with double frills of cream-colored lace, and are lifted with bows of narrow old-blue velvet ribbon.

Callot has another novel idea in the shirred drapery of bluet chiffon over white drawn up with a line of gathering near the front. The wide bretelles of rose taffeta over a white tucked tulle guimpe are veiled in bluet chiffon, and there is a deep frill at both neck and sleeves of straight-edged Malines lace. A long coat of bluet taffeta is shirred on cords around the high waist-line, and is a very quaint garment.

FLOWERED CHIFFON USED IN ONE OF CALLOT'S EVENING FROCKS

A fascinating morning costume from Callot is made of pink crêpe-cloth, with flat lace edgings and round white crochet buttons, the bodice and tunic showing the most unique curves. There are two evening gowns, however, that are particularly stunning. One of them has a foundation of salmon-pink satin, unveiled at the décolletage. This is met at the knee by two crossed skirt portions of bleu-de-France satin. The overdrape is of large-flowered chiffon, with chrysanthemums of lavender, blue and salmon, the ceinture being of lavender with a cockade at one side. The other gown is built upon old-rose peau de soie, banded at the foot with gold, and the tunic is of changeable gold moiré cloth with a predominance of blue, making exquisite shifting lights of the three colors. The bodice combines old-blue with antique gold lace, and the made flowers on the front are of gold cloth, with blue and rose intermingled. Very quaint is another of Callot's models in flowered blue chiffon with puffings around the knee, above a deep band of écru filet, the V-shaped bolero of dull blue-green taffeta being caught with a scarab ornament at the bust.

POIRET'S SPRING ECCENTRICITIES LACK THE ORIGINALITY OF HIS WINTER CREATIONS

The influence of Paul Poiret's eccentricities —so apparent last autumn—is still felt in many directions. A striking example of his style is made of black satin veiled with black chiffon, having a hip-length Russian blouse of heavy white antique Cluny, set cross-wise and forming the sleeves. The black velvet half-belts are caught, back and front, with large gilt buttons. From Poiret is also a weird effect of black satin with a cross-striped Egyptian tunic. The narrow green belt is finished with a ruffle, and old-gold fringe borders the tunic. A stiff tassel of gilt holds the loosely folded collar at the bust.

A costume that is distinctly Poiret-esque is made of thin red crêpe over light-blue satin that is banded with self-colored velvet. The crimson over-garment hangs straight from the shoulders to knees, like a smock, and is decorated on its lower edge with two rows of narrow dark blue and white fringe, which also outlines the round neck. A deep belt of dark blue with its upper half made of white, braided in dark blue, confines the waist.

PAQUIN FEATURES FULL TUNICS, FLOWING SLEEVES AND WINDING DRAPERIES

In several of Mme. Paquin's smart models, a rather full tunic is a feature. In some instances, this tunic drops clear to the ground, except in front, where there is especial provision in trimming, or contrast. A visiting costume of plain calcium foulard, in champagne tinting, displays this drapery sweep, and is given great chic by triangular appliqués of embroidery done in old-blue and rose, and straight sleeves of antique filet in self-color. In a similar model a bright silk, many-colored tartan is utilized for the loosely hanging sleeves and guimpe.

In evening gowns, Paquin presents many exclusive models. A fascinating décolleté gown is built of night-blue chiffon, over which is draped a long diagonal tunic of champagne chiffon, the upper tunic consisting of a scarf of Milan lace over black tulle, wound serpentinely around the figure in the Tanagra manner, and ending on the square train; the black tulle edging to the scarf making a charming suggestion. The black tulle sleeves are diamanté and the belt is of night-blue velvet. Another gown of this sort is of champagne chiffon over white satin, with a gold-embroidered drapery on one side, and on the other a shawl-shaped tunic of écru Venise lace over champagne chiffon, the two parts held together on one side with large black tulle bows. The diagonal bodice made half of lace, has one sleeve made of champagne chiffon edged with black tulle.

DIRECTOIRE AND RUSSIAN LINEN STILL SEEN

A daring combination of salmon satin and rose-colored tulle is beaded in pink and crystal. The edge of the satin skirt is prettily trimmed with millinery roses. Another, of orange chiffon and turquoise beaded banding, with white Chantilly lace, has an elaborate cameo ornament at the side of the belt. Very smart is a Directoire coat, with the characteristic long tails made of rose-pink taffeta, decorated with self-colored rat-tail braid, and worn with a lingerie gown of embroidered batiste.

Extremely effective is a short sleeveless

(*Continued on page 122*)



Mlle. Lozeron at home



A corner of Mona Delza's boudoir



Photographs by Trans-Atlantic Company

Mlle. Delza in an exquisite Béchoff-David house gown



The drawing room of Mlle. Lozeron's house

TWO CHARMING FRENCH ACTRESSES AND A GLIMPSE OF THEIR ATTRACTIVE HOMES IN PARIS



Photograph by Davis and Eickemeyer

Mrs. Oliver Harriman, who as Miss Grace Carley was a noted Louisville belle, is one of the handsomest young matrons of New York



Photograph by Aime Dupont

Mrs. Roger Medina Minton, née Anita Ingersoll, daughter of Mrs. Robert Taylor Varnum. Mrs. Minton was a debutante and a bride of last year

AS SEEN BY HIM

New York Gay With the Easter Throng—American Ducats to Shine at English Coronation—Lady Granard in Royal Favor

APRIL in the north is only the time of awakening. The town is filling up slowly, although most of the houses are closed for the season. The hotels, however, are packed, and after Easter we are promised international polo at Meadowbrook, a coaching parade, the United Hunts meet and other suburban and rural sports. Then, of course, the Coronation; the ships going to Europe are crowded and the daily newspapers are teeming with advertisements of houses and flats to let in London, at most exorbitant prices. To my mind, the great metropolis will be a place to avoid during those days of pageantry, but there is no doubt that a spectacle like the crowning of a king is one which is well worth the seeing.

THE CORONATION

There is evidence enough that this will be the last of its kind for many years, at least in Great Britain, and this must not be taken as the utterance of a prophet of evil. Far from it. The new king is young, healthy and vigorous and he has to succeed him a large family of sons, as we know, and they are all, except the oldest, mere school children. It is not so much the pageantry which will attract Americans, as the one ruling idea that everything will be most expensive, and here will be an opportunity for the patriotic display of American dollars. We like the glamor of court life and the trappings of royalty please us mightily. If not, why should two college professors in Germany enter into a fervid discussion as to a disappointment in not receiving a command to appear at some imperial function? Here these gentlemen and their good wives and the ambassador, who himself was a college president, and the Kaiser, who is a little too democratic in his efforts to be popular with Americans, are all engaged in untangling a complicated situation, which is an absurd position for all concerned. One of the ladies ordered a court gown, and now she has no place where she can show it. There is a bit of New England thrift in this phase of the question, which should go right to the heart of the middle class German hausfrau.

And I believe also that the four Duchesses —are there more? I must look up my coronation ceremonies—who are to hold the royal canopy over the head of the Queen Consort, are to be British ladies—not an American among them. What a disaster! But then we are told that one American countess, the Lady Granard, will take part in the procession, and no doubt but there will be others at the Abbey. But this coronation will lack much of the intimate spirit of the previous one. There will be in this a suggestion of a return to the days of the good Queen Victoria and to the time of Queen Charlotte. I was looking to-day at some old books of that age, bound magazines, the literature of the boudoir. What funny plates and what remarkable costumes! But they are serving, as far as feminine fashion is concerned, for the models of many of the modes of to-day.

LOOKING BACKWARD

Here it is: "The Lady's Magazine, or Entertaining Comparison for the Fair Sex": and in smaller type, "Appropriated Solely To Their Use And Amusement. For April, 1801." Then: "This Number Contains"—does it not all read like the stiff form of the minuet — "a story-Idae of Tokenburg; or the Force of Jealousy"—they were prodigal of their capitals. The frontispiece reminds one of a sampler. There followed, "The Moral Zoologist," "Account of the New Comic Opera," "The Blind Girl," "The Cursory Lucubrator"—this one of a series of editorial essays and this time on a subject quite up to date—"On the Imperfections of Mankind." Emily Verrone is the name of the continued story. I read the first sentence and here is how it goes: "In the afternoon, they were standing near the window of their apartment, when an elegant phaeton driving furiously past, attracted their attention," etc. Shades of Miss Austen, Hannah Moore and dear Maria Edgeworth!

Then the articles on Fashion. We are told that hats of black velvet, which had gone out of fashion, have been again taken into favor. The head dresses for evening assemblies are "à la Cerea, with ears of corn on each side of the coiffure." At Longchamps, "we lately noticed," writes the Paris correspondent, "a great many yellow straw hats, without a leaf, of an oval form, with a plume of frizzed straw (willow?) on the left side; white hats with a drapery of crêpe, jonquil or lilac, and some hats of pistachio green." "The men, without changing the shape of their coats, have adopted very large buttons, from eleven to twelve centimeters in diameter (an inch and a half) of plain white metal or yellow gilt. With the exception of a few locks, which hang in twisted ringlets, our men of fashion wear their hair very short. The coat is not so ridiculous in the hight of the collar; but what it has gained in that point, it has

lost in an increase of plaiting on the shoulders, and is not less clumsy and short. The pantaloons, as also the culottes, reach almost up to the armpits and the waistcoat just up to the top of the cravat." This was in the time of the first Consul.

A COSTUME THAT DISFIGURED

On King George III's birthday, Queen Charlotte wore a petticoat of a rich silver taffety, with a drapery and sash of fine British net, ornamented with broad, fine Valenciennes lace and brown ribbon. The mantua was of silver taffety, with Valenciennes lace to correspond. On each side over the pocket holes of the petticoat was a bunch of brown ribbons. In the center of each there was a large rose of diamonds, about two inches and a half in diameter. From whence fell a beautiful brilliant chain of net work of diamonds; also two large drooping bands of beautiful diamonds with two large tassels of the same. Close to the pocket of the left side was placed a large diamond knot, at least eight inches in diameter, and on the right below the drapery, a knot of diamonds. The drapery of the petticoat was looped up with wreaths of diamonds and several rows of roses of large brilliants. In the center was a large plume of diamonds, eight inches long and three wide, and at the bottom of the plume there was a crescent of the same brilliants. Then the gown was looped up with chains of diamonds and here and there rosettes of the same sparkling gems. The entire stomacher was of diamonds, with a lover's knot in the middle. There was a crown of diamonds and in the center a star with large diamonds and beautiful feathers. There were also two drop girandole earrings of great beauty, with solitaires, besides a necklace of brilliant gems. The correspondent naively adds: "On the whole, the most rich and valuable collection, we ever witnessed." And this was little Queen Charlotte, dark, weazened and hideous to behold. What woman in her box at the Metropolitan to-day can give us such a display as this? Where have all these gems gone? Did Queen Charlotte convert them into cash or will them to her German relatives? Are they still in the possession of the Crown, and if so, will Queen Mary bedeck herself with some of these? It would be befitting, as she, as well as her royal spouse, are cousins, great great grandchildren of the wife of George III. American women will probably wear the most gorgeous jewels this season in London. They are preparing to outdo themselves.

LAWLESS KNIGHTS OF THE ROAD

In the meantime, while we wait for the springtide and the weddings which it will bring, and the phantom of the old Easter parade, when New York was a large village, we are confronted with several problems. One is that which relates to reckless chauffeurs in taxicabs. The recent tragedies in this city seem to show anew that we take hold of a fad in a hurry and immediately we are deluged with hordes of incompetent persons, who after a few weeks at some poor training place, are given licenses to run machines, before they know the A B C of their trade. Everyone thinks he can write a story; everyone thinks he can run a motor. The taxi people are for the most part a species of reckless individuals. There has been some improvement in the regulation of traffic here, but much more needs to be done. The policeman in charge, particularly if he be a mounted one, is apt to be too autocratic. He has set rules and some of these are ridiculous. One set of vehicles going down must be succeeded by another going up, but he does not allow, as a rule, enough interim between the two, so that the avenue can be safely crossed. But that thoroughfare is not half so dangerous as narrow Madison Avenue or Broadway at 45th Street. Here, at times, the speed limit is exceeded and the rules of the road abandoned. And, after dusk, Fifth Avenue, as far as the traffic is concerned, is a place where absolute lawlessness reigns supreme.

GOOD INTENTIONS COME TO NAUGHT

And so we have given up the New Theatre. To me, one of the mistakes was in not making it a New York enterprise. The placing of a Boston man at the head of it was one mistake, and another fatal error was the handing over of its theatrical management to a firm comparatively new here and who, although successful from a Broadway standpoint, was not able to cope with productions. But with all that the town is awakening. New theatres and music halls, as well as new eating places and beautiful buildings, are going up; new avenues, new parks and new streets are in course of being laid out, and the dark, dismal brown stone of an age of transition is being replaced by white marble and granite. As yet we are a bit incongruous, and we do not make our thoroughfares as artistic as they should be, but we are progressing.

In that popular amusement known as the "Moving Pictures," there are shown delightful French and Italian interiors, as well as charming vistas of streets and apartment houses; broken, here and there, by parks and inclosed gardens. All this is old world, naturally, and I have been surprised to come across in New York, when motoring from town in the suburbs, just such locations. I suppose it is in this kind of dwellings that the inevitable New York drama now in vogue has its inspiration. We are a bit like a flock of sheep. One writer has Paid in Full and a dozen rush in. We were ten years in getting over Florodora and we still bear the scars of the sextette, but just now we have not graduated from the Merry Widow and the Moulin Rouge. I have seen Madame Sherry, the Balkan Princess and Madame Troubadour, and one or two others, and found them all painfully alike. Rag time and slow waltzes are still met with applause and racy princesses of mythical kingdoms go to Bohemian cafés, where there is always an intoxicated funny waiter—not very funny—who would not be tolerated in a twenty-five cent table d'hote.



Photograph by Aimé Dupont

Miss Ella Floyd-Jones Carpender, of a well-known New York family, who was one of the debutantes of the winter

AN AFTER DINNER MISSION CALL

In the course of a dinner recently given by a hostess who is known for her diverting entertainments and whose guest list is made up from the inner social sanctum, the conversation was saved from the stereotyped by the introduction of the subject of the class unfortunate.

The speaker who launched forth on this theme has reaped fame by his sociological study of the extremes of society, the dregs and the froth—either is picturesque against the solid-plodding middle phalanx. Being a man of resource, a happy thought seized him to embrace this opportunity of bringing the two together for mutual enlightenment. A trip to a Bowery Mission was proposed and the guests were unfaltering. However, the final muster numbered but two volunteers, aside from the inspired leader, the others preferring coffee and liqueurs to a night course of sociology.

Arrived, the gentleman went direct to his intention. In his speech to those sodden derelicts of humanity the theme of courage rang out valiantly. To take up the march, fight on when things are worst!

Any lack of originality was overlooked by his hearers—a class always ready for a possible thrill. Good nature prevailed and good intention received its just quota of appreciation. There were cheers.

The ground seems ripe for the seeds of enlightenment. Suppose some other dinner guests go down and tell those admitted failures—those down-and-out—why they should have courage and how they can march on!

A SABBATH IN NEW YORK

On a quiet Sunday in town, I became democratic, sociable and artistic. Fifth Avenue was almost deserted at two in the afternoon; everyone was at luncheon. I went into the Metropolitan Museum of Art to see the Winslow Homer collection and I was interested in the large crowd that I found there, gazing at the pictures—all appreciative. I looked in at a studio tea, where cheery hostess and host, surrounded by some of their works—and admirable they were—had sandwiches and a potent punch served to about a hundred people, and from there up the avenue I went, almost speeding the motor to the Gothic College of the City of New York and attended one of Mr. Baldwin's programme organ recitals—a beautiful performance. The audience were all elderly and middle-aged—at least many of them—and perhaps it was that they sought in the devotional strains of ancient chorals paraphrased by Bach and Mendelssohn, a promise of a future, when life's pilgrimage is over. To me it only conveyed a suggestion of promise and hope, a whisper and an inspiration to smooth the rough ways others have to tread; to bring light into dark places, to chase away the shadows, and in the coming of springtime, to welcome to awakening of the old and the creation of the new ideals.

The crocuses are out. Birds carol and the siren toot of the automobile sounds along roads far from the marts of men. Motors with their smartly gowned occupants form that slow moving line characteristic of Fifth Avenue on a spring afternoon.



Miss Edith Webb



Miss Bull



Miss Ruth Cutting

Miss Maud Coster





Grooms and horses awaiting their riders at the Park entrance





Photographs by Brown Brothers

Miss Virginia Alexandre

Miss Gladys Roosevelt

SOME OF NEW YORK'S FAIR EQUESTRIENNES SEEN ON THE BRIDLE PATHS OF CENTRAL PARK THESE EARLY SPRING MORNINGS



Photograph by Histed

Joseph and Borden, the sons of Mr. and Mrs. Joseph Harriman



Photograph by Histed

Jack and McClane, the two sons of Mr. and Mrs. Oliver Harriman





Photograph by Histed

The young son of Mr. and Mrs. Albert B. Ashforth

Photograph by Aimé Dupont

Master Ogden Phipps, the son of Mr. and Mrs. H. P. Phipps

THE YOUTHFUL

SCIONS OF FAMILIES

WHOSE MEMBERS

ARE SOCIALLY

DISTINGUISHED

IN NEW YORK

ROBBING OLD AGE *of* ITS TERRORS

BECAUSE such distinction as has been theirs was based almost wholly upon physical charm, and cruel time has so persistent a habit of withering this to a grotesque suggestion of its primal beauty, the generality of passé belles and beaux are among the most pathetic types of those that lag superfluous on life's stage. The usual run of handsome men and women take their beauty so seriously that it commands a large part of their interest, and perceptibly tinctures their whole outlook upon life. Accustomed to a train of admirers, and to the romantic devotion of scores of worshippers, it is natural that their vanity should be inflated to an enormous degree and that they should easily persuade themselves that the world is their orange. But the wrinkle, the gray hair and the various other indications of youth's passing lie in wait around the corner, and their advent surely sounds the knell of its supremacy. And then, with the majority at least, there is nothing to take its place, and bereft of all that made appeal to the admiration of their fellows, these beauties of other days are chilled to their very souls by the world's indifference. Of either sex, they are, as a rule, conspicuous examples of the dreary sere and yellow leaf period, that typifies the experience of the human race generally, and they feel it the more keenly in that it follows a brilliant bloom.

IT is certainly not as it should be that old age should provoke pity, and not command the admiration and respect that is its due, and surely it is not necessary that a melancholy autumnal and winter period should close a well-ordered life. Enjoined upon the sons of men is the duty to "lay by" something for later years, but while a snug bank account is of a truth a most comfortable possession for old age, it still leaves much to be desired in the way of contentment, and although not as inevitable as death, since this period is still the destined portion of a considerable and increasing percentage of the human family, and lasts on an average of a score of years, it would seem that some provision for it should be included in the early life training.

SINCE they are debarred from the activities of one kind and another which engaged their attention in youthful days, and are consequently more dependent upon such pleasures as they can still take part in, for older people, the need of friendly intercourse is an exigent one, yet this need is one that is indifferently met, because all but a small minority of the human race believe old age to be inevitably a perioc of senile inactivity, with an accompaniment of physical ailments, and because the aged themselves make little effort—having never been trained to realize that it would be necessary—to dispel the belief.

INDEED, that it is within the power of anyone so to order his life as to make the very last year of his three score and ten, or more, of living at least a cheerful experience to himself and to others, is inconceivable to the majority. And to be assured, in addition, that it is possible to make one's old age attractive to the younger generation seems but a flight of fancy. Nevertheless, although exceptional, in all communities of any size there are examples of delightful old people; and, upon analysis, their main charm will be found to result from their intellectual alertness, their enthusiasms and their interest in life. It is these characteristics which make them sought and honored by all, and which draw to them the youth of several generations. Julia Ward Howe, who was honored in many ways during her life, and for whom, among other honors, elaborate memorial services have been held since her death, furnishes a conspicuous instance of the value of a trained intelligence joined to broad sympathies, and while it is, of course, given to few to attain so ideal an old age as that she enjoyed, her example, if only followed in part, still will lift the world's ban of condescension to the aged, and change the feeling of pity to one of respect and admiration. The status of the child—something to be taken care of physically, but whose society is rather an infliction—is not a dignified position for a human intelligence to occupy at the close of a long life, after undergoing all the educational experiences, in and out of schools and universities, that life affords. The preachers bid the children of men to prepare for death, and that is well. But who will crusade for a preparation that shall yield a sound body, a trained intelligence and a sympathetic interest in life to the end, as the means not only of robbing old age of its terrors, but of lifting it to a position of commanding honor?



Paul Poiret model of striped voile with satin bands showing its classic inspiration in the high, crossed ceinture

A lovely creation of brocade veiled in handsomely embroidered chiffon. Paul Poiret's conception of a robe-pantaloon

PARIS EN PROMENADE AT MONTE CARLO

Side Slits Mark the Smartest Gowns and the Scant Tailor Suit — The V the Newest Decolleté Line—The Bolero Effect in Jackets

IN Monte Carlo where gathers from all the world the two extremes of wealth and fashion, public women are not allowed to attract undue attention by any marked peculiarity of gowning, and nice women have no desire to be conspicuous by eccentricities in public places. Consequently I have not seen here one single example of the now famous "culotte-skirt," which came so near to causing a riot at the first of the spring races at the famous Auteuil steeple chase race course when worn there by the Paris midinettes in an endeavor to carry it to victory or defeat in their storming of public opinion. A clever French writer has dubbed these courageous young women "the Zouaves of the rue de la Paix."

Surely the *"folle du costume"* has reached its hight in this skirt over which an excitement has raged in Paris, unlike any thing in my memory of gowning, though it is easy to turn to history for similar examples of folly on one side, and derisive rioting against it on the other. Among the French *mondaines* of today there obtains, it seems to me, an aristocracy of the modes which is never broken down. This exclusive class accepts a mode only as long as it is above the reach of the common classes,—the moment it falls into their hands it ceases to be considered by them. This skirt, in its various forms and under various names, was so copiously sketched and illustrated in the daily papers before the official dress openings that all who would could copy it, and, in my opinion, its fate was sealed then. So passes a fad.

SKIRTS EASED A BIT

The short, or long, close clinging skirt, giving a slender, graceful silhouette, all women love for its youthfulness. The only thing against it, as first worn, was its extreme scantiness at the hem, preventing an easy walk. This is obviated by the semi-detached train over a short, scant skirt with slit side seam for formal gowning and the less conspicuous side opening on street skirts making a skirt so practical, so becoming, so comfortable, I feel safe in prophesying its success.

THE SMALL POINTED TRAIN

Differing a little in form, from the description, but the same in motif, is a charming skirt seen yesterday afternoon at the Louis Ganne tea-concert, worn by a leader of Paris society. Of pale gray crinkly crêpe—one of the new

materials of the season—the skirt was stretched smoothly on the bias cut about the figure to the middle of the back, where a slight fulness gathered into a narrow space. It closed in front under a double line of embroidered buttons, being held together by cord loops to the knees; from there it hung unbuttoned and free, gently sloping into a rounded opening that showed the whole of the foot and a glimpse of a silk-stockinged ankle. The curve continued to the back, shaping a small pointed train. The little corsage pointed into a deep V-shaped opening, back and front, framing a round necked guimpe of heavy white lace; this closed in front with three buttons matching, but smaller than those on the skirt. Delicately colored beads and silk embroidery trimmed the edges of the corsage and the sleeves. These were distinctly novel in form; from under short, close sleeve caps, cut in one with the shoulders, fell three-quarter length sleeves, all of the same material, that widened in bell fashion to the elbow; narrowing again they were slit at the back over a tiny, tight under sleeve matching the guimpe; the back seam was trimmed with looped buttons, dull green velvet belted the corsage at a natural waistline, drawn higher in the back under a large bow of soft loops in Japanese style.

A MARABOUT COAT

The Louis Ganne concerts, that, with accompanying afternoon tea, once formed one of the daytime attractions of the Sports Club, have been transferred to the beautiful music Salle of the new wing of the Casino. In these new surroundings these smart gatherings have lost nothing of their interest as evidenced by the crowds that seek entrance there. It is difficult to imagine a more charming framing for afternoon gowning than this beautiful room, done all in lovely pale-toned, natural wood, richly decorated in gold. The hangings of rose-colored damask, brocaded in pale pink and white, the rose-colored carpet, the rose damask covered chairs, of wood work matching the walls, and the dainty white and gold tea service are all thoroughly French in spirit and decoration. And the Empire Room hung in brilliant Empire green is in French also, and wonderfully enhanced in beauty by wall and ceiling medallions of white and palest blue. Could there be a more splendid framing for the wonderful toilettes, laced, jewelled and glowing in color, that trail through them nightly? A lovely woman, who seemed in her loveliness a part of this rich decoration, walked about last night in a long coat of white marabout over a trailing gown of silver gauze, embroidered in gold. Never before have I seen an entire garment fashioned from this dainty feathered stuff. The curling tips of the lines of airy, fairy feathers that twice circled the figure, and the deep square collar and short open sleeves were delicately edged with a nearly imperceptible shade of brown, accenting its snowy whiteness. Her big hat of fine black straw was hedged with tall white aigrettes delicately color-tipped in the same manner, and gleaming faintly through their fronds, at one side, was posed a bunch of pink roses.

SILK TULLE, GREEN SATIN AND FILET LACE COMBINED

A dazzling blonde, conspicuous for the simple dressing of her beautiful hair, which she wore uncovered and without a single ornament, save the necessary controlling tortoise shell pins, carefully matched to the shade of it, was in perfect harmony with the brilliantly adorned room, in a gown of Empire green satin under a tunic of fine white silk tulle, bordered with fine filet lace. The corsage all of filet lace crossed low over a modestie of rose-colored tulle; at one side of the front the end of the crossing side was covered by a cocarde simulating a big dahlia; its petals of black silk and velvet enclosing inner petals of dull gold.

THE QUAINT CHARLOTTE CORDAY MODEL

I have seen in these new rooms at the Casino, two of the "Charlotte Corday" gowns that M. Worth exhibited in his collection of spring fashions. How sweet and refined they seemed. The first was of dove-colored silk, soft, and thick seeming. The skirt, that barely cleared the floor, was gathered ever so lightly to the round waist under a wide, softly folded belt of the silk. The fichu, of white point d'esprit, that folded the white shoulders, left pretty V-shaped openings back and front, and frills of point d'esprit fell over the hands from the edge of the long tight sleeves. The second example of this gracefully picturesque gown was worn by a youthful beauty who seemed to be playing at maturity. It was of black satin; the fichu of dotted white tulle frilled with the same filmy stuff with its ends tucked into a wide belt of black velvet buckled with gold. Shaded red roses trimmed her wide brimmed black hat, and long velvet *"brides"* that fell from one side were drawn across under her round white chin to tie on the shoulder; the long ends falling over back.

The pretty fashion of this simple costume will, undoubtedly, become fixed among the modes for summer gowning. It is so simple, so refined that it is especially appealing. The new summer silks, cotton voiles, and crêpes, and silk transparencies with bordered trimmings, seem suited to its simplicity of form. The long sleeves peculiar to it, are an objection in hot weather gowning, perhaps, but oddly enough on many of the new gowns displayed at the spring openings in Paris, long sleeves were presented.

GAY PARASOLS OF VIVID HUES CARRIED IN THE CASINO GARDENS

A parasol is positively indispensable during the morning stroll in the Casino gardens overlooking the Mediterranean's sparkling turquoise blue; the gayety of their colors dot the wide terraces like great flower blooms. But among these gay parasols of pink, violet, pale blue and vivid green, appear many charming combinations of black and white. A parasol made of white English embroidery shows the scalloped edge strikingly accentuated on a bordering band of black velvet ribbon, and the long ends of a bow of black velvet ribbon floats from the stick of white wood. This is adorable with a white corded silk costume and white straw hat, both enlivened with touches of soft, delicious, cerise velvet. A second black and white parasol has its foundation of thin white silk, covered with black point d'esprit to the edge of a six or seven inch border of fine plaited black mousseline de soie, framed in inch wide, black velvet ribbon. A flat rosette of black point d'esprit trims the pagoda-shaped top, and a smaller one is posed on the handle. Still another is all of lovely white Venise lace laid over white mousseline de soie; at the edge this bubbles into a mass of tiny puffs over tinier frills of white Valenciennes lace, and, under all, is the effective band of black velvet ribbon. A long black silk tassel ornaments the end of the stick as it bulges into a big knob of light bird's-eye maple.

PARASOL OF WHITE AND SILVER CARRIED BY THE PRINCESS OF PLESS

Most beautiful of all, and a real novelty, is a parasol which was carried one day on Ciro's terrace by the lovely Princess of Pless, who is appearing in public for the first time since her long illness. Soft white silk covers the frame and over it is laid white, sparkling bead-embroidered tulle. Silver galon, to the depth of three inches, borders the edge, and the handle of polished whitewood is tied with a long white silk tassel knobbed with silver. Imagine this severely lovely thing shading a big hat, with a wide curved brim, of fine pink straw, trimmed all about with big, fresh-looking roses shading from deep Burgundy red into palest pink! At one side of the back they mounted into a tall feather-shaped spray; the under side of the brim was faced with black velvet. A regal picture this Princess made.



Three Paris models of great success showing the new bolero lines in fetching little coats, and a quaint model of serge and satin cleverly designed to give the v lines à la cape effect



Costume of wide black and white striped taffeta with an embroidered mull fichu and a belt of blue velvet

RICH LACES FOR HAT FACINGS AND TRIMMING DESIGNS

Above all other colors, pink, this season is prominent in hats—in straws, feathers, and in delicious roses. A pretty fancy of new hats is a velvet facing on the outside of the brim as an effective foundation on which to lay the lovely flower trimming. Heavy lace is also used in this manner for a foundation for flowers and feathers. At a recent Louis Ganne tea-concert, a handsome French woman wore a large hat of fine black straw with the upper side of its brim covered with fine, rich Venise lace; at one side mingling with a tall white aigrette, the lovely lace—rare as an elegant jewel—rose into a wired cockade. Enfolding her shoulders and completing her costume of pale gray and white striped silk, she wore a large fichu of the same lace. This simple costume was splendid with this magnificent lace, a neck chain of royal pearls, and a wide cape scarf of black spotted ermine laid over the chair beside her.

THE WANING OF THE SCARF WITH THE COMING OF THE V-SHAPED DÉCOLLETÉ

I have noted an entire absence of scarfs from the elegant toilettes worn in the new private rooms at the Casino, and in the more exclusive rooms of the Sports Club. The excessively low-cut corsages, that made them a necessary part of a toilette, are replaced by the fichu and lace drapings that cover the shoulders, leaving the neck exposed only in a deep V-back and front. In the baccara room at the Sports Club I saw the Duchess of Westminister wearing a gown of black satin and black tulle splendidly embroidered in black and steel beads, and with wide steel fringes as a finish to the draperies. Transparent over white mousseline de soie a wide beaded border swooped down one-half of the skirt, narrowing to continue about the hem on the other side; over this the soft satin was tied into a knot over the snowy whiteness of the underdress leaving one trailing end. The corsage, all of the beaded tulle, had small beaded sleeves over white elbow puffs; a tiny white modestie, that passed across the deep V-shaped opening, below the bust, was covered by a network of platinum, thickly frosted with sparkling diamonds.

THE CHARMING GOWN IN THE SEASON'S PINK SHADE

The same evening a golden-haired woman wore a gown of this season's lovely pink. Over an underdress of unlined white mousseline de soie hung a long tunic of pink silk voile, with open sides, belted with white Cluny lace interwoven with twisted strands of pink voile; towards the back the belt widened, rose a little, and finished under a flat rosette of voile and lace. Across the front of the tunic passed a wide band of this heavy white lace, its ends trimmed with tiny pink buttons; white ball fringe trimmed the edge of the lace, the open sides, and short white sleeves that showed only a couple of inches beneath the oversleeves of pink voile which were narrowly hemmed with lace and dotted with pink covered buttons. The white mousseline de soie underdress barely touched the floor, and between the slit on each side showed an occasional glimpse of flesh-colored silk stockings and pink satin shoes buckled with old paste.

BELTED REDINGOTES OF SOFT TAFFETA WITH LINGERIE FROCKS

All women welcome the return among the new spring and summer materials, of soft glossy taffetas in black, in dark shades of color and in pale-toned narrow stripes. These dainty things are turned into the prettiest afternoon gowns imaginable. The origin of their quaint affectations is easily traced to old prints of the period of the Directoire—a period greatly loved by several of the great Paris designers. In black and dark colors, these soft, old fashioned taffetas are quite ideal for summer traveling gowns, and long belted redingotes worn over lingerie frocks. For more pretentious costumes there are the heavier surah silks, with a coarse wale, well adapted to tailored costumes.

SMART BOLERO EFFECT IN NEW JACKET SUITS

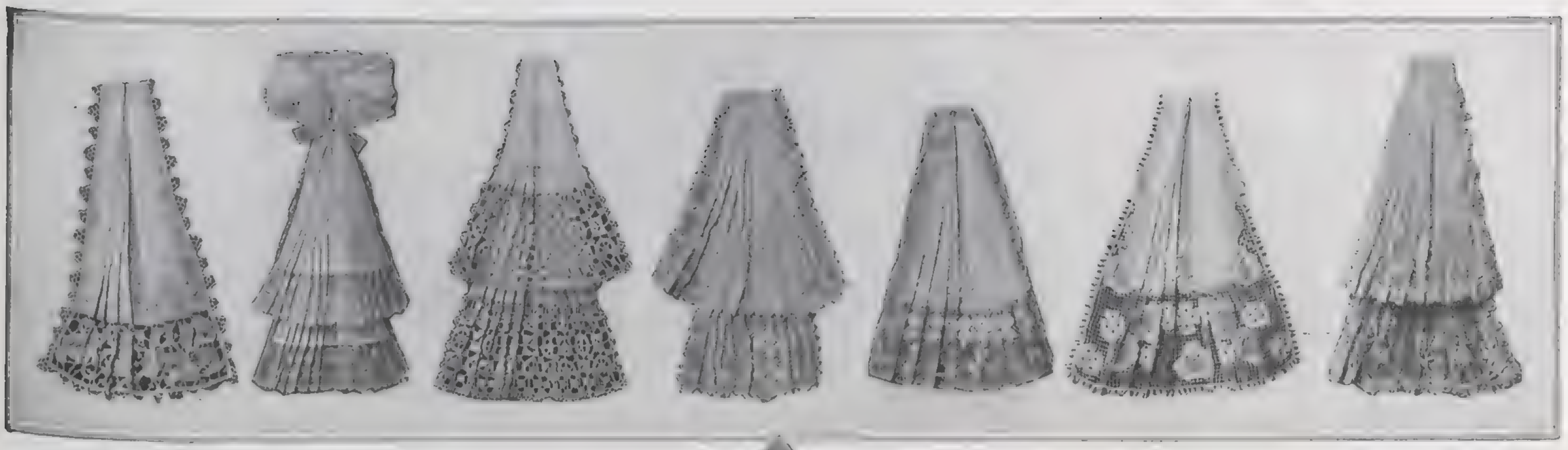
A very effective costume (see illustration) worn at the Casino by a Titian haired beauty was of blue surah having a white pin stripe. The cuffs and wide band on the skirt were of royal blue satin, the latter embroidered in jet as was the little under vest. The high waisted little cutaway jacket gave the smart bolero lines. The triple collar of white embroidered batiste was distinctly chic. A noticeable tailored costume worn by a vivacious Parisienne in her morning promenade was a Francis model (illustrated) of striking color combination. The suit of an odd shade of pale tobacco color was trimmed with dark blue and white striped silk. The panels, sleeve cuffs and belt were finished with a corded à jour of the crêpe. This suit also gave the raised waistline somewhat after a bolera effect which characterizes some of the newest creations of leading French houses. A morning frock of blue serge which attracted much attention recently, was smartly combined with black satin. (See illustration.) This formed the under sleeves and lower hem. The serge bodice had draped silk revers embroidered in green and black braid trimming over the shoulders simulating a cape effect. This braiding was also used over the hips of the scant, straight hung skirt.

A charming mondaine wore a smart wide striped black and white taffeta, dainty in the youthfulness of its white embroidered mull fichu with one crossing end tucked inside a folded belt of blue velvet. How swagger the old fashioned fob chain adorned with marcassite that hangs from it, at one side! The sleeve frills were of embroidered mull, matching the pretty neck trimming. Seated at the tea table she wore a smart hat with crown in pot-shape, covered with tiny tulle frills, its brim, turning lightly at one side, is faced with

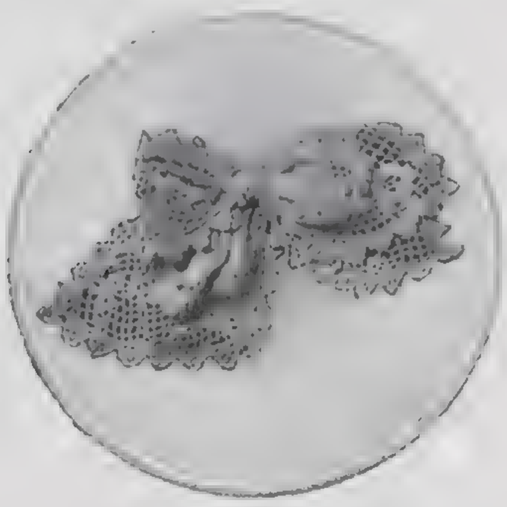
(*Continued on page 124*)



Tailored costume of Royal blue foulard finely striped in black, trimmed with black velvet sash and crossing revers



Point de Venise *Valenciennes* *Italian* *Baby Irish* *Valenciennes* *Filet* *Appliqué*



Imported novelty bow



Handkerchiefs for the glove and the coat pocket



Irish lace and embroidery



Embroidered blouse or coat set



An embroidered collar and cuff set

LITTLE ADJUNCTS TO BE WORN WITH THE SMART TAILOR-MADE—THE NEWEST HANDKERCHIEFS AND NECKWEAR

THE sheerest handkerchief linen, the finest laces and hand work are employed in the dainty neck garnishings shown on this page.

Beginning at the upper left the illustrations show a point de Venise jabot with narrow picot edge, the linen richly embroidered. No. 2 is a combination stock collar and jabot in hand embroidery and Valenciennes lace. No. 3 is trimmed with fine Italian lace. No. 4 is elaborately embroidered and trimmed with Irish lace. No. 5 is an exquisitely embroidered jabot with Valenciennes lace border. No. 6 combines filet and hand embroidery. No. 7 is made of appliqué lace. In the center under the jabots are shown a lace-edged glove handkerchief and two fine embroidered handkerchiefs.

The small bows shown at the right and left are of handkerchief linen and Irish lace. The collar and cuff sets are also of fine handkerchief linen, lace trimmed and embroidered by hand. At the lower left is shown an imported collar which may be worn with a coat or a blouse as desired. The hand embroidered collar at the lower right has an embroidered tie attached.

Tan, which is promised a vogue this season, appears in inch wide borders, in narrow quarter-inch hems and in dainty medallion corner effects on smart accessories. "Baby striped" handkerchiefs which may be had in baby pink and blue as well as tan, lavender and reseda, may be bought for as little as 25 cents each. Madeira glove handkerchiefs cost 25 cents to 75 cents. Some pretty silk and linen handkerchiefs are made in all colors in double-cross bar effects. Real Valenciennes lace hand made handkerchiefs may be had for as little as 75 cents or as high as $5.95.

The pretty touches of color which appear so agreeably in handkerchiefs are also seen in neckwear. Little linen tabs are embroidered in russet brown, heliotrope and reseda to match the round and square linen collars. Cuffs to correspond may also be had. A hand embroidered collar with a novel rever effect trimmed with Valenciennes and Irish lace may be had for $9. Mull side frills so acceptable at this season are made in three lengths, short designed especially to fill in the coat neck opening and a three-quarter and full length for general wear. Some pretty coat sets of white lawn have insertions of colored marquisette and Cluny lace edging.



One of the newly imported collars



Embroidered collar with tie attached



TWO ENGAGING LITTLE MODELS FOR HER MORNING FROCKS OF LINEN AND ONE OF DRECOLL'S CLEVER COMBINATIONS OF WHITE COTTON VOILE AND PERSIAN CRETONNE

From Mogabgab

For descriptions, reverse views and prices of patterns see page 108



Chiffon scarf of white well covered with black ringed dots



Collar and cuff set of white organdy bordered in black

MOURNING ACCESSORIES NEW *and* DISTINCTIVE

IN choosing the little accessories for a mourning toilette one should use even greater discretion than usual, as it is here one is so easily led astray. Nothing is in worse taste than fussy, over-elaborate mourning dress. Simple in treatment, yet designed to relieve a too austere severity, are these collars, scarfs and jabots shown by Hollander.

The two scarfs for half-mourning wear are new and effective. The large round dots on the white chiffon scarf are made of closely ringed lines which give a light graceful pattern and also a well-covered effect. The border of this scarf is of plain white. The other scarf is of black and white chiffon finely striped, while the ends are finished with a solid black border.

Collar and cuff sets for mourning come in straight bordered bands contrasting the black and white, as the set shown in white organdy outlined in the black. A smart set of white organdy, tucked and bordered with white crêpe, is a becoming finish to a black toilette. An all-black collar of tucked net is bordered with crêpe and finished with a crêpe bow.

A smart black jabot is shown in plaited net bordered in crêpe, and a side frill of plaited white net is twice banded in narrow white crêpe.

Flat collars are worn with round neck lines, and two styles are shown here. The square shape is of white net banded in black crêpe and finished with a straight small bow of crêpe. The round collar has three narrow bands of crêpe and a bow of net edged with the crêpe.

A front plait, which adds a touch of smartness to a simple blouse, is of black tulle over white edged with black taffeta and showing groups of taffeta buttons.

Smart bows for the collar are shown in dull black taffeta with crêpe-trimmed ends. A dainty butterfly bow of tulle with ends finished with net plaiting and bands of crêpe is good style. Set at the base of the collar, the narrow black ribbon cravat with a bow and dangling knot of crêpe makes a neat and effective finish for the neck.



Effective scarf of black and white chiffon bordered with black ends



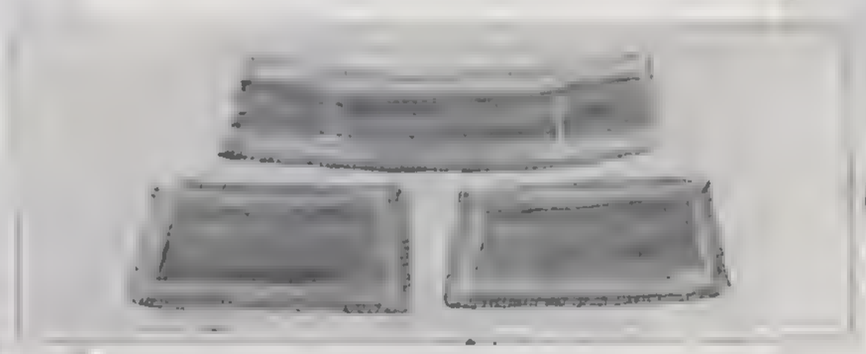
Smart jabot of black plaited net with crêpe border



Side frill of white net with narrow bands of white crêpe



Square collar and cuff set of white net and black crêpe. Dull black taffeta loop bow



Collar and cuff set of white tucked net bordered in white crêpe



Black tucked net collar banded in crêpe and finished with a bow



Round collar of crêpe and net, two smart cravats and a flat frill



THREE PRETTY SUMMER TOILETTES MADE

OF LINEN, CHIFFON AND STRIPED FOULARD

GOWNS AND HATS FROM MAYNARD

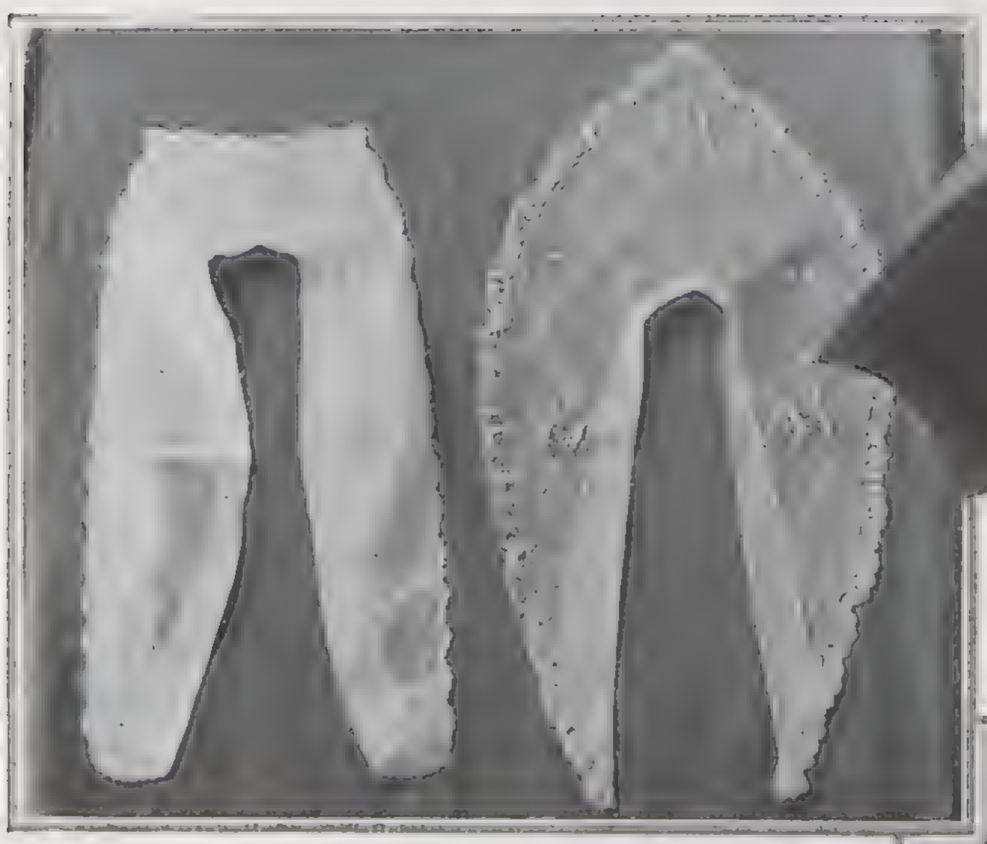
For descriptions and reverse views see page 108



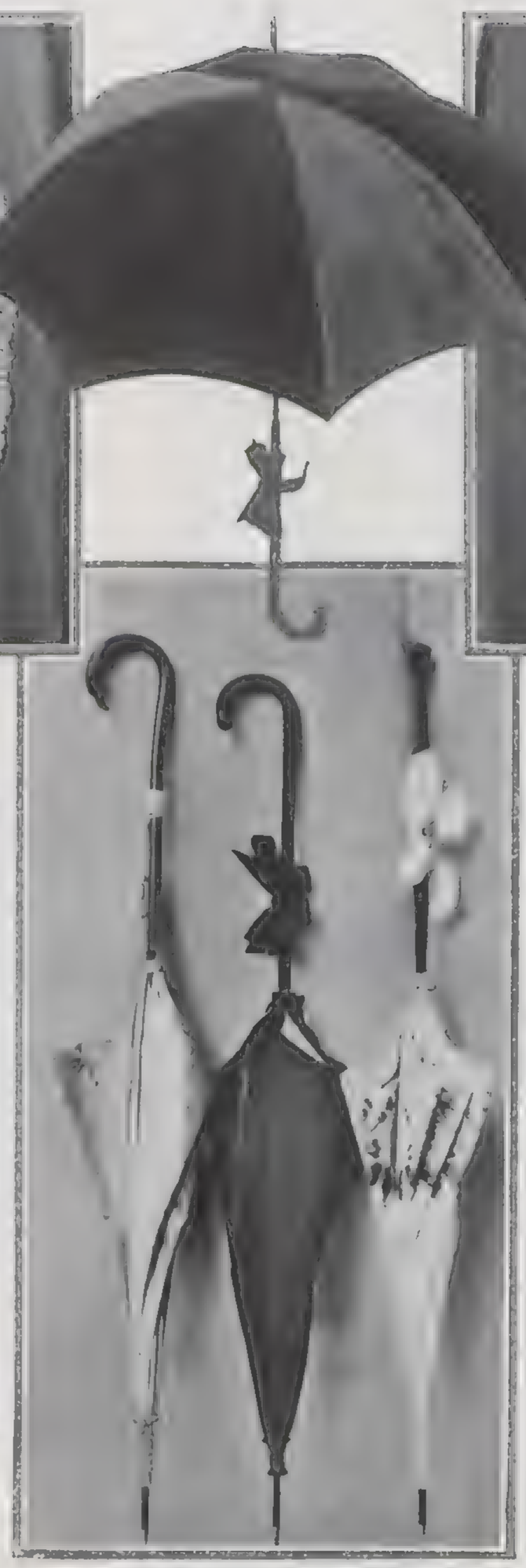
DEVELOPED IN CHIFFON, TAFFETA AND SOFT SATIN THESE TAILOR MADE MODELS DESIGNED BY WEEKS AND MARTIAL AND ARMAND ARE PARTICULARLY ATTRACTIVE

SEEN AT BERGDORF AND GOODMAN

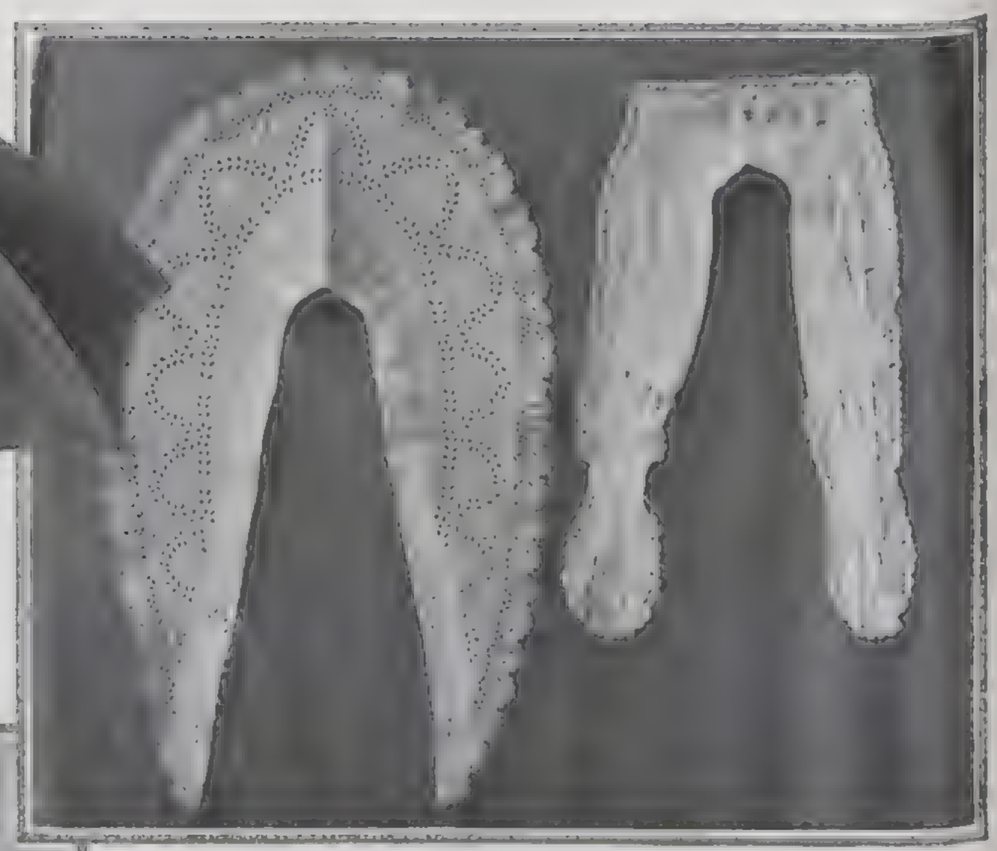
For descriptions and reverse views see page 108



Two of the new coat collars showing the square and pointed backs



Three of the season's newest parasols they appear when closed



Madeira embroidery, Cluny and Valenciennes lace as they are employed in some of the new coat accessories



The ribs of this pretty shepherdess' parasol are tipped with pink taffeta rosebuds



In palest pastel tones, this Pompadour model is distinguished by a stick of black ebony



A prominent feature in the season's dress garnishings is the soft white fichu

SUNSHADES *and* FICHUS *for* BALMY SPRING DAYS

IT would be interesting, indeed, to know how a sunshade ever happened to be saddled with such an unkind epithet as "ugly," but, according to Jean Ingelow, that is what they were once upon a time called. Among the bevy of pretty parasols which the shops are showing this spring are some lovely Dresden and Pompadour effects, which are the strongest possible proof that the sunshade has at last justified itself and is indeed "its own excuse for being."

Of black velvet, the model shown at the top of the page is a striking departure from the ordinary. Even the handle is velvet-covered, the lining being of white silk. The dainty Dresden model shown at the lower left is of taffeta shading from palest violet to a delicate yellow. The plain green handle carries out the effect of the pastel tones most charmingly.

WITH SHEPHERDESS' CROOKS

Every one of the ribs in the pretty Pompadour model shown at the upper left are finished with tiny rosebuds of pale pink taffeta, to harmonize with the pink tones of the cover. The black ebony stick is finished with a pink shepherdess' bow.

On another page of this issue, in "Seen in the Shops," mention is made of some novelties in parasols, including the new "palm" and other interesting designs, exhibited by another Fifth Avenue shop. Emerald green and the crude apple green are favorite colors in parasols as well as in other details of the toilette.

The coat collars here illustrated are exquisite examples of the lingerie maker's art. No. 1, of sheer embroidered batiste, is laid in fine plaits much as a baby's cap strings are made. No. 2, edged with fine Valenciennes lace, has insets of baby Irish lace at either side and in back. No. 3, a fine Madeira collar, embellished with French dots, has a narrow Cluny edge. The fourth model is of embroidered batiste with a Valenciennes edge.

THE FICHU OF HISTORY AND ROMANCE

The fichu, whether of the sort affected by Marie Antoinette or that immortalized by the Abbe Prevost in his description of the faithless Manon Lescaut, is a factor to be reckoned with in speaking of the new accessories. The model illustrated is of soft white chiffon with a plaited frill of the same material, but these pretty "triangles" may be fashioned of any soft lingerie material, while some of the loveliest of the new designs are of bordered silks, the plain material being utilized for the gown itself and the bordered part for a fichu. Sometimes the fichu is caught beneath the arms, forming a little wrap, a light protection of this sort being very welcome on cool summer evenings.

The genius of Paquin has inspired a clever copyist to reproduce in various fabrics and colors one of her charming scarfs. The model I saw had a short, square, Empire back of black satin half covered with a broad, square, velvet collar. Long black satin streamers reached in front to the hem of the gown, and to these were attached diaphanous folds of filmy white chiffon. This was by far the longest and most voluminous of the new scarfs.

The other extreme was carried out in a little maline ruff with satin streamers to the waist, its main virtue being a certain shapeliness and the quality of adapting itself gracefully to the shoulders. One of the daintiest of the white fichus was made of Lierre lace beautified by a wide tucked frill of chiffon and a garland of tiny pink satin roses in varied colors.

"There are marabouts and marabouts," I was informed by a shop which claims the distinction of selling only the finest and best specimens of these soft, feathery boas. Certainly excellent taste was displayed in the combination of colors and the arrangement of ostrich and marabout together. These vary in price from $10 to $45.



THE ONE SIDED REVER IS A FAVORITE PAQUIN TREATMENT—JEANNE LANVIN'S ADROIT USE OF BORDERED FOULARD AND CALLOT'S NEW LINE OF GRACE

MODELS FROM MOLLIE O'HARA

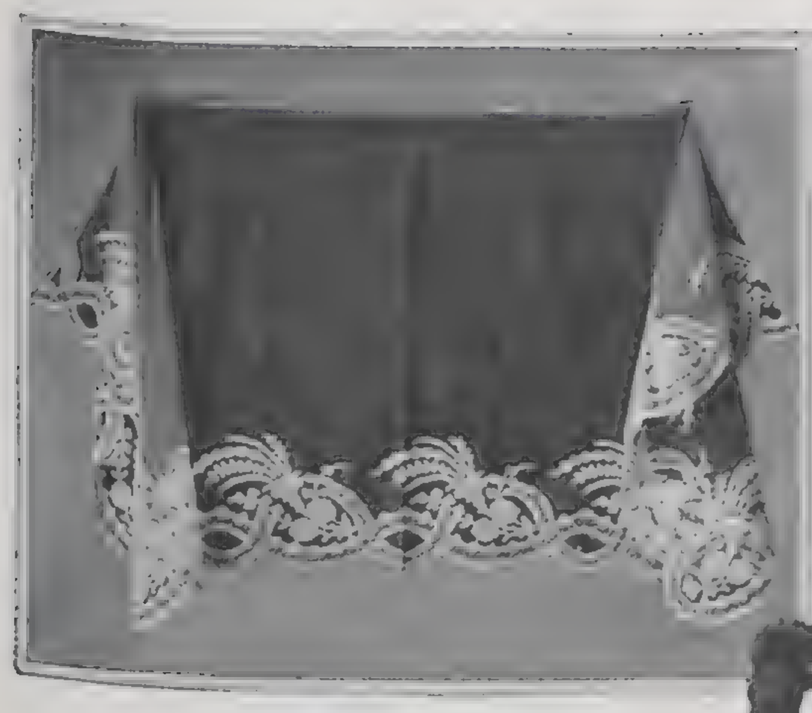
For descriptions and reverse views see page 108



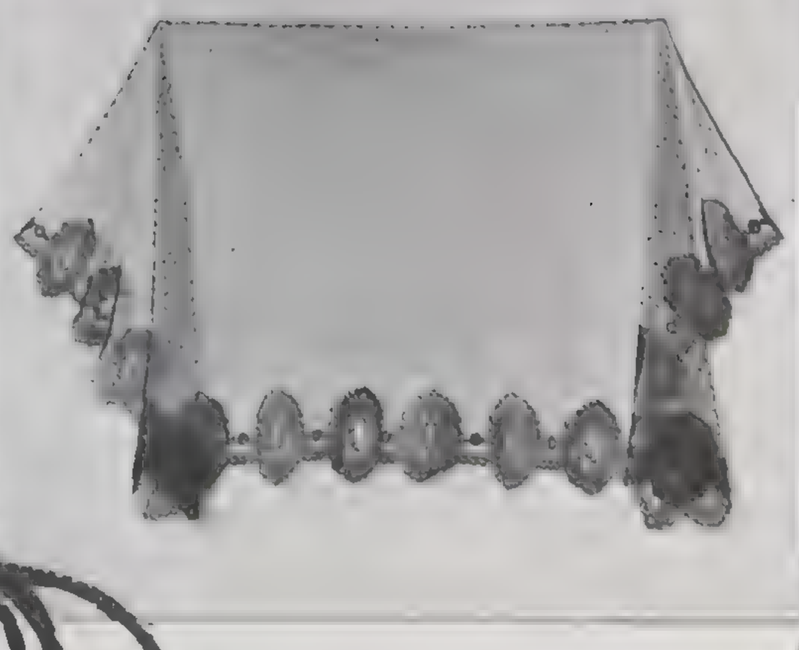
THE NEW WRAPS IN LONG AND ABBREVIATED FORM—A BLACK TAFFETA FICHU BY PAUL POIRET—PUFFING AND RAVELING, TWO FAVORITE MODES OF TRIMMING

GOWNS AND HATS FROM MARIE BARTLETT

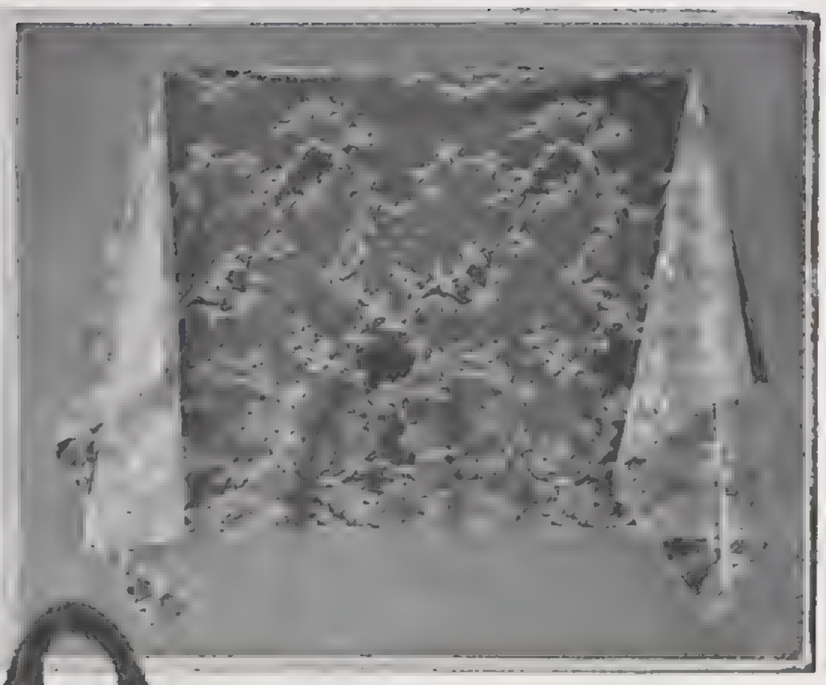
For descriptions and reverse views see page 108



Fine net veil with pronounced scroll border of applique lace



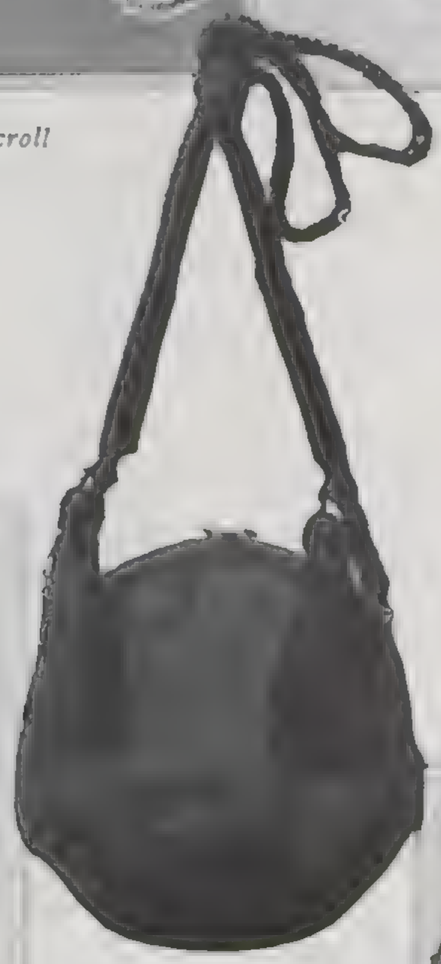
Maline veil with woven medallion border in Empire design



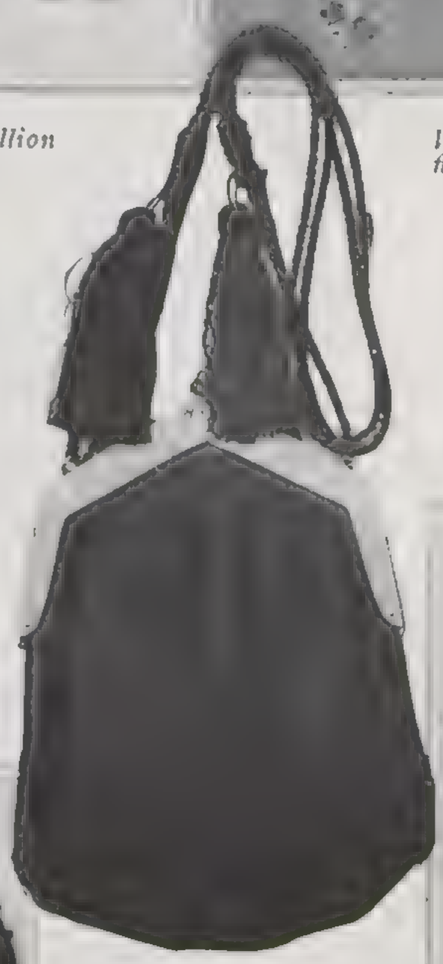
White Chantilly veil with elaborate floral design outlined in silk thread



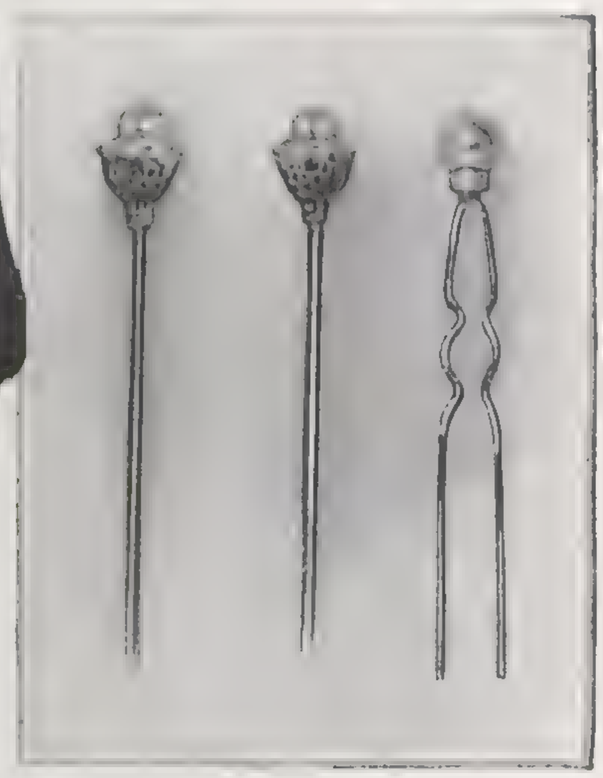
Two favorite hair pin shapes showing a paving of brilliants



Round satin bag with heavily tasseled cord



Moire-lined suede bag with rose gold top



Smart novelty cabochon pearl veil and hat pins

VEILS, hair ornaments and bags all bear witness to the trend fashion is taking. The Empire influence (one of the certainties of the season's modes) never appeared more charmingly than in a lovely black maline veil seen at one of the smart shops. This filmy thing has a fine net foundation closely sprinkled with tiny dots; Empire wreaths, enclosed in medallions, are woven into an effective border.

A tall back comb, than which there is nothing more becoming to certain styles of coiffure, is fashioned of carved amber. This pretty bauble is studded with brilliants. Hair pins to match, in two favored shapes, have faced tops paved with brilliants.

White veils are very flattering, and for millinery purposes they are shown in many novel patterns, two of which are reproduced herewith. The first, a white Chantilly, has an elaborate floral scroll outlined in silk thread. The second, also pure white, has a fine net foundation and an applique lace border.

WHITE PINS TO ACCOMPANY WHITE VEILS

Pearl veil pins and hat pins, which may be appropriately worn with these lace veils, are shown in the accompanying illustration. The cabochon pearl top is set upon a diamond-studded base.

That bags and belts shall match is another spring foible. A matching bag and belt, shown herewith, are of black satin. Belts have attained a girdle-like hight, the one illustrated being six inches wide. Leather, moiré and heavy ribbed silk are some of the other materials used for these smart wide girdles.

A NOVEL SUÈDE BAG

A rose gold top, long tasseled cord and moiré lining complete the pretty suède bag. Flat, wallet-like purses appear to be coming to the fore again. One of polished seal,



Empire comb of amber studded with brilliants



One of the new broad belts of soft black satin and a smart purse of alligator skin

To carry with the tailor walking suit, this purse of polished seal is very smart



oblong in shape, with gold trimmings, will make a pleasing accompaniment to the spring *costume tailleur*. A luxurious little alligator purse has a wide gold clasp in a quaintly interesting shape. From Hollander.

MONOGRAM MODES

Just as platinum is taking the place of gold in much of the fine jewelry of the day, the new filigree monograms for bags and purses have silver mountings and brilliant settings to imitate the platinum and diamond settings of rich jewels.

Snuff boxes and bonbonnières of enamel are among the season's pretty novelties. These are sometimes inlaid with pearls, a favorite color being old blue.

REVOLUTIONARY TOUCHES IN BAGS AND BOXES

Even the accessories seem to carry out the Easter spirit. A dainty trifle is an egg of enamel made to serve as a bonbonnière. Another tiny enamel box was made in the colors of the French Revolution; others had floral tops of marguerites and corn flowers in natural colors.

One of the new flower pins is a bar shape, fashioned of sterling silver and brilliants. A charming Marie Antoinette bag of satin in French blue had a frill of lace midway up a gold cord, and a tiny bunch of French satin roses.

The most practical of the new belts are of gray suède, but there are some very lovely ones of white satin with gilt buckles. The newest slipper buckles are of cut steel and rhinestone in square and oval designs, as well as the effective butterfly and bow-knot.

Chiffon veiling may be had at one shop for as little as 25 cents a yard. A made chiffon scarf of particular charm had a black ground spread with Pompadour roses in shadowy effect, and over this a bead ornamentation, ending in a Greek key border.

THE EMPIRE NOTE APPEARS IN MANY ACCESSORIES—DAINTY TRIFLES WHICH MAKE OR MAR A TOILETTE



For descriptions, reverse views and prices of patterns see page 108

SMART FRANCIS FROCK OF BLUE AND WHITE FOULARD—RUSSIAN BLUE AND PINK COMBINED BY PAQUIN IN A LINEN WALKING COSTUME—CHIC BLACK AND WHITE EFFECT IN SATIN



ALL-OVER LACE AND BORDERED FABRICS IN THE NEW PARISIAN EVENING COSTUMES—PAQUIN DINNER GOWN SHOWING DIAGONAL DRAPERIES—RED AND GOLD MODEL BY BERNHARDT

For descriptions, reverse views and prices of patterns see page 103



A smart touch is given by the moiré silk run through eyelets in the revers and continuing to form a collar finish at the back



Black and white dotted voile over old-rose messaline with black satin bands makes this robe-pantaloon



Black and white striped suiting lends itself to smart treatment in its play of lines in this model which is oddly braided

Photographs by Trans-Atlantic Company



If one should find it necessary to assume this pose nothing could be more decorous for the occasion than this jupe-culotte model

TWO FRENCH TAILORED COSTUMES, ONE SHOWING A NOVEL EFFECT IN DRAPED REVERS, THE OTHER A CLEVER TREATMENT OF STRIPES—A ROBE PANTALOON



NOTHING COULD BE MORE CHARMING THAN THE ADMIRABLE SIMPLICITY OF SUCH FROCKS AS THESE SIGNED BY THE FAMOUS NAMES OF POIRET, CALLOT AND PAQUIN

SHOWN BY LOUISE AND COMPANY

For descriptions and reverse views see page 108



THE SPRING TAILOR MADES OF SERGE SMARTLY DECORATED WITH BUTTONS AND A GOOD STYLE ALL-COVER COAT OF PONGEE

FROM REDFERN'S

For descriptions and reverse views see page 108



BOLEROS, FICHUS AND SHAWL EFFECTS AS THEY APPEAR IN THE NEW SPRING GOWNS —A LOVELY MARGAINE LACROIX MODEL OF FLOWERED CHIFFON AND MESSALINE

For descriptions, reverse views and prices of patterns see page 108



EMERALD GREEN MODEL BY DRECOLL WITH REGAL TRAPPINGS OF JEWELED PASSEMENTERIE—EFFECTIVE COMBINATION OF WHITE CREPE MÉTÉORE AND BLACK SATIN

FROM DUVAL AND EAGAN

For descriptions and reverse views see page 108



A study in brown and white developed in white chip and rough brown straw. Trimming of hop blossoms and foliage



A cavalier shape of unfinished leghorn faced with petal pink taffeta and surmounted by a shaded pink ostrich plume



Graceful garden hat of unfinished leghorn faced with Panama. Huge bow of poppy red velvet and ribbon poppies to match



A jaunty little Panama hat trimmed with a coral pink poinsetta and white ostrich quill



Beaded bonnet by Marcelle Demay, the crown in two tones of blue, the brim of milk white beads

A QUAINT BEADED BONNET IN BLUE AND WHITE—A CAVALIER HAT IN TONES OF PINK—TWO SMALL CONICAL HATS AND A PICTURESQUE GARDEN MODEL



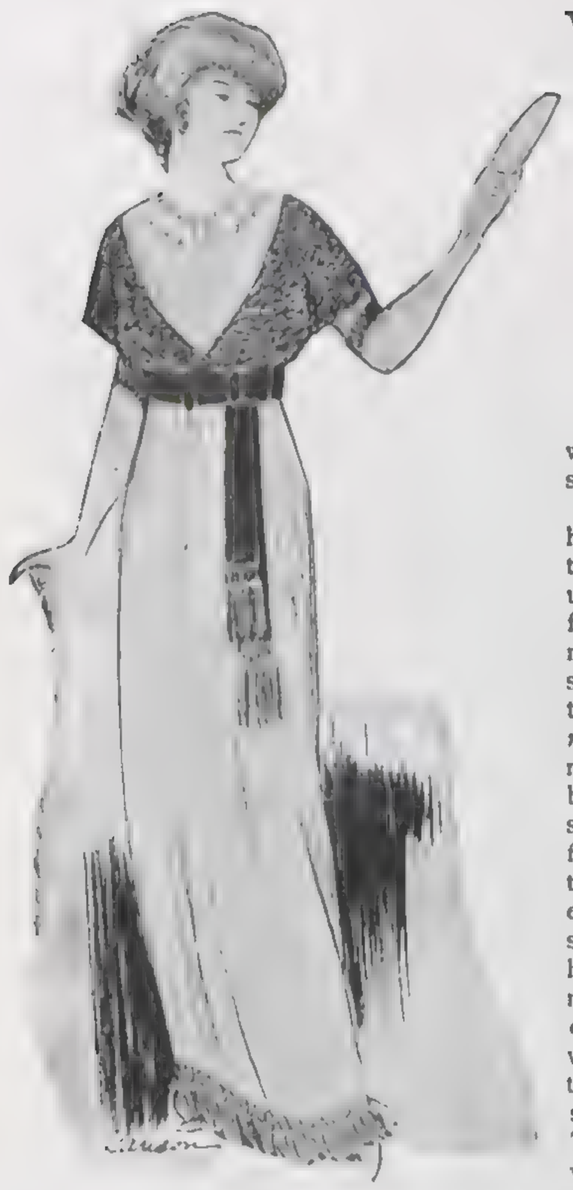
THE LONG, SQUARE TRAIN A PAQUIN CONCEIT—FRANCIS SHOWS A LITTLE SILK JACKET OVER A LINGERIE FROCK—NEW LINEN MOTOR COAT WITH OPEN MESH

For descriptions, reverse views and prices of patterns see page 108



QUAINT HARNESS-LIKE STRAPPINGS OF BRAID—THE YOUTHFUL "BABY WAIST" REVIVED IN A JAUNTY LITTLE JACKET—A REMINISCENCE OF HOLLAND IN THIS QUAINT DUTCH BONNET

For descriptions, reverse views and prices of patterns see page 108



Costume of citron green veiled in old blue and having a shoulder cape embroidered in old gold. Vogue pattern cut to order $4

WHAT SHE WEAR

Spring Fashions Assuming a More Settled Tone—Conservatives Have Nothing to Fear—Black Velvet in Evidence Everywhere—Manon Lescaut and Other Fichu Styles—Lovely Color Harmonies Eagerly Sought

IF one were asked to name the most salient feature of the fashions of this present season, a reply might readily be formulated, and the chances are that it would be: the obvious hampering of locomotion. In almost every model sent over from the prominent couturiers of Paris for our sartorial guidance the possibility of walking easily and gracefully is questionable. Not only the narrow width of skirts, but the curling up of the soft material in the modern train, the dangling tassels and fringes at the hem, all conspire to interfere with the movement of the wearers, and make speed and action a serious problem indeed.

Last year it was the arms that were pinioned by the kimono sleeves, but we have grown quite accustomed to that species of discomfort; and besides, our modistes have learned how to set in those sleeves properly, with an underarm piece that permits of two seams and greatly relieves the strain. Now it is the feet that are being trussed, and everyone is wondering why. If the outburst of "jupes culottes" is the result of concentrated effort to relieve the present difficulties in walking, the remedy is not pictorially apparent; but let us hope for the best, and say little. In fashion, as in everything else, it is frequently the unexpected that happens, and one must wait. The conservatives, however, need not suffer alarm, as there are enough of the sensible and practical models to suit all tastes.

THE POINTS AT ISSUE

Interest is now being focused at the lower fronts of skirts, for oftentimes the tunic is shortened into a square to display some special decoration on the fourreau, or again slit, and draped back to the same end; or perchance, if the material of the underskirt be transparent, the object may be to display the Turkish trousers, there visible. This reminds me that while attending an exhibit of very beautiful costumes, a few days ago, I was especially attracted by a stunning toilette of citron chiffon, elaborately embroidered in gold and Empire green on the bodice, also on the panel back extending down the train, and especially on the transparent front of the fourreau, displayed at the foot by an open square in the tunic. Noticing a ticket, "The Pantaloon Dress," I gave the gown another investigating scrutiny, for there was not apparent the faintest suggestion of trousers about this elegant décolletée toilette. By lifting the skirt, however, one saw the white satin trousers underneath, intended to hang full to the ankles, and be shown only through that middle-front transparency at the foot. One must acknowledge that it possessed no objectionable features; but, on the other hand, what advantage was gained, more than there would be in wearing the daintily feminine silk or lace petticoat?

That such an effect may be simulated, however, and detract nothing from the costume's grace and symmetry, was borne in upon me at another private view of gowns; for if one heed the many cards that the mail brings, one does little else at this season but attend exhibits of model costumes and pattern hats. An attractive *mannequin* was parading about in a gown made of peach-colored satin, veiled in a blue-and-gold changeable voile de soie. A sloping panel of heavy, all-over antique filet lace extended from the décolletage to the foot and around the bottom of the skirt, ending at the middle-back underneath a swinging panel of black velvet, that was hung from the Empire waistline. At the middle-front of the skirt, where the lace defined an inverted V, the voile de soie was gathered full, curling under around the lower edge in the true Zouave trouser style; but in reality it was not ungraceful. The short lace bodice was veiled in the voile, which also formed the hanging sleeves, and a modesty V of black tulle was caught in front with a bow of black velvet. Such a gown, however, demands the utmost daintiness in footwear, as well as elegance of pedal proportion; which, unfortunately, the *mannequin* did not possess.

On the same occasion I was particularly struck by the incidental character of the draperies on evening gowns; especially one that was illustrated by another living model. Her costume of purple marquisette over coral satin was toned down with black Chantilly lace in crossed bretelles, and also in a fan-shaped drapery, attached half-way down the back of the skirt. Drawn in, like a typical fan, at the hem with a loop of the same, this drapery was spread out on the floor in two flat train parts, being split up the middle to prevent hooping. A cordelette of latticed jet and coral with two short, stiff tassels to match, was fastened at one side of the front, where a chou of black velvet and white satin was placed.

NEW FABRICS FOR TAILOR-MADES

One sees many smart tailor-made gowns composed of moiré velours, or poplin, in night-blue or black, this spring, but the new wide moiré bengaline is a sumptuous fabric that invites experiment. It is richer and heavier than the felt satins, and is perfect for the long coats which are so indispensable between seasons, for driving or for evening wear, when the garments of fur or of interlined cloth have become too heavy for comfort. They may be smartly trimmed in black velvet—plain or with cut-work—or in any of the heavy laces, black or cream-colored, with passementerie motifs, and large buttons.

Two new shades, known respectively as Egyptian sand and cedar brown, are wonderfully smart for tailor-made costumes in the new homespun that is woven like a chain-stitch. With trimmings of black satin, relieved with a mere soupcon of any harmonizing shade of blue, and with rows of many tiny gilt buttons as the decoration to the double-breasted bolero, having the simulated revers and kimono sleeves that mark the new garment, the wearer may be sure of her good style. The Empire skirt is simply gored to the knee, and has a set-on piece from there down, cut length-wise of the material, and finished with a band of black satin around the hem, a swinging panel of the homespun proving the smart finish at the back.

There is an imported crash which comes in this new shade of cedar brown—not so deep as rust color, but a bit darker than khaki—and some very novel costumes are being made from it. Deep bands of drawn-work that resemble cane-seating, on a smaller scale, surround the skirt from the knee down, and the jacket also shows this decoration straight around the hips. Large crochet buttons of a matching tint are added to lend chic. The same idea is also developed in oyster white, and the loosely woven linen fabric is particularly good in that tint.

All-over embroidered cotton marquisettes are prettily utilized in veiling a foundation of cretonne, where the ground is well covered and the figures not too large, as in the toile de Jouy patterns. The sense of illusion resulting from the semi-transparency over shifting color is very smart, and, if desired, the *cordelière* and neck decoration may bring these veiled colors into more positive evidence. Tarnished gold and silver are also often used for this trimming.

NEW DEVELOPMENTS FOR LINEN

The triple tunic is a clever new method of developing a linen gown, and is especially good when given an ombré effect. I saw one made of four shades of moss-green linen—the darkest at the foot—and the pictorial charm of it was perfect. Each overlapping tunic was hemstitched in Wall-Troy fashion, and a narrow line of the same decoration was set below the Em- waist. Three-quarter sleeves of verm- net were added, as was also a plain l- bobbinet fichu which was caught at bust with a bow; this bow also holding place the wide black velvet sash which to the foot at the middle-back. The green Tagal hat, which was turned sharply both front and back, had a wr- of pansies and geraniums around the cr- and two outstanding loops of pansy v- at the rear.

The fichu's the thing—if one may phrase a familiar quotation—and the M- Lescaut costume affords a most picture-



A sheer lingerie model showing the smart use of heavier linen bands and an adorable little frock of dove gray with a quaint fichu and sash effect. Vogue pattern cut to order $4

medium for development. One that I saw presented a straight tunic of dove-gray charmeuse, with broderie Anglaise banding around the foot; the same forming the close three-quarter sleeves. The fichu of sheer batiste had a lace-edged ruffle above and below, and was gathered into a knot at the breast. The wide velvet sash was lifted to cover this knot, and was carried to the back of the belt, where it was looped together, and fell thence to the foot of the skirt. The mob cap of pékiné black-and-white satin was gathered into a band, where a double frill of lace surrounded it, and a black quill gave it charming distinction. Very quaint and sweet looked the wearer when she appeared in this guise at one of the drawing-room lectures which have been so much in vogue during the Lenten season, and she wore her kerchief with such grace and becomingness that one could only hope the fashion might have universal acceptance.

LINGERIE EFFECTS IN ALL-WHITE

In new lingerie gowns there is, of course, the widest latitude, for it is in this department of summer attire that women allow their purely feminine individuality and taste to have full sway. The porcelain-bead decoration and vari-colored embroidery have both been dwelt upon, but there is such inestimable charm in the delicate white French embroidery on fine fabrics—batiste nainsook, or handkerchief linen—that women of distinctive chic do not seem to weary of it. A new way is to outline the embroidered bandings with stitched inch-wide straps of white linen—the thick and thin material together making an extraordinarily smart effect, as I have seen it exemplified on a costume just completed for an Easter visit to Aiken. Finely tucked Persian lawn formed the bertha and kimono sleeves, while a V-shaped bib gave an agreeable transparency to the front. When desired, a high guimpe of unfigured white net made the costume suitable for the afternoon, but otherwise it might be used for a summer evening dinner gown, by substituting any color for the narrow black velvet girdle which ended in a rosette and one long streamer at the left of the back. For afternoons, a large black hat of hemp, faced with lavender, had the crown profusely trimmed with ostrich feathers of black, mingled with others of lavender or gold tipped with black in the *"pleureuse"* fashion—the latest name for the weeping-willow plumes.

A COSTUME COLORIST

The custom of forming smart new colors from adroit veiling still obtains, and a basis for many delightful tints is satin of the bright citron green. When veiled in old-blue chiffon or marquisette, this is charming, as I immediately decided when I had dropped in for tea with a friend on her day at home last week. I found her wearing a gown of this kind, which she told me had just emanated from the hands of a modiste who is well known as a costume colorist. The shoulder-cape, resembling wide bretelles, was heavily embroidered with antique gold, and an edging of antique gold bullion fringe at the foot corresponded delightfully. The collarless blue guimpe was unlined, and was finished with gold at the throat. A wide, stiff-looking girdle of cobalt blue velvet ribbon, with heavy gold bullion fringe at the ends, gave a tone of richness, and a pendant of aqua marines set in Etruscan gold reflected exquisite shifting lights from the combined colors; her gold-cloth slippers and embroidered stockings completed the picture. Being a woman who makes a fad of always harmonizing with her environment, one could not but remark how admirably she was thrown into relief by the black velvet divan on which she was seated, her lovely blonde cendrée head having the effect of a delicately chiseled cameo against the inky pillows, as she talked.

She has shown me one of her evening gowns, from the same source, and it is a most bewitching union of glacier-blue Canton crêpe, with a flowered voile, over pistache green. The voile has very narrow black-and-white stripes, and is flowered with wild roses. Marvellously smart is this combination, and the blender of black velvet which forms the shoulder-bands, and also the long sash streamer that ends in a thudding tassel, is just the correct climax. She wears no jewels with this handsome toilette, but, when the caprice seizes her, bands her hair with diamanté rose tulle, arranged in a high bow on one side.

THE CONCEALED HAT CROWN

Trimming large hats in such a way that the crown is concealed is a style that gains favor, and one of purple Tagal that impressed me greatly had a set-on portion like a shed-roof at the front, made of smoothly stretched white shadow lace all-over, on black; the same idea being differently developed with a bank of tiny moss rosebuds in shades of citron and loops of bleu-de-France velvet ribbon. Another of this genre—a black chapeau—had black invisible net firmly drawn from the brim-edge to the crown all around, making a decided slope. A plaiting of cerise velvet ribbon was laid around the crown-top, and formed the support to a tall cerise plume. The rage for purple and cerise in millinery is unprecedented, but the admixture of black and white is not to be ignored.



Color symphony of glacier-blue Canton crêpe with flowered voile over pistache green; black velvet shoulder straps. Vogue pattern cut to order, $4

THIS SEASON'S INDICATIONS

The double-faced satins are being used delightfully over white lace or lingerie skirts, the crossed front satin drapery being drawn to the middle-back, where it is turned up to meet the Empire waist-line, and thus showing the reverse—in Persian, pékiné or plain—in a broad sash-like style; this reverse side also forming the deep fichu collar. The net skirt is finished with a band of rolled velvet at the top of the Spanish flounce.

Long drapery, ending in a tassel at one point, is being prettily applied to evening gowns by drawing this tasseled end under a garland of ceinture roses, and letting it drop half-way to the foot, another such end falling back from the opposite shoulder. Tassels are also added to the thin sleeves in a charming way, and a square, bordered piece of lace or embroidery—not a collar—is prettily applied to the backs of afternoon or evening bodices, falling down low enough to cover the Empire sash line. Embroidered white fichus of handkerchief linen will be worn with foulard, crêpe, pongee, voile, or marquisette gowns, and others of that ilk, promising a great vogue when the hot weather sets in. Garlands of roses, small and large, are used for all sorts of edgings on evening gowns, and the fancy for them increases.

Scant four-inch overlapping ruffles of black net, edged with white porcelain beads, are charming on a white satin foundation, from hem to belt, and effect a very smart decoration when utilized with a Venise lace blouse over black net, and a coral velvet ceinture and collar. Another good style for scant ruffles may be used on a taffeta frock, concentrating at the middle front, where they overlap each other in an ascending point from the hem up, the crossed tunic forming the topmost line below the knee. The same decoration may be appropriately repeated at the back.

So beautiful are the flowered and brocaded ribbons, this season, that they are being employed in all sorts of decorative ways on gowns—sleeves, bibs, boleros, panels, at the side or the back; the latter being particularly effective when crossed at the back and brought down to form the train, ending in two large tassels. This season the ornamental selvage to chiffon and marquisette is usually left on the drapery, and is thought to add a smart touch. Scarfs of all sorts—lace, or embroidered net, or velvet-figured chiffon—are being added to costumes in a snake-like envelope of the figure. The newest scarf for the neck is made like the double-faced scarf of last summer, but fastened in a short burnous in the middle-back, and then flattened to form a Capuchon hood, with a tassel at the point, the V above the hood being filled with a triangle of lace or embroidery to fit the neck.



An original use of black Chantilly lace combined with purple marquisette over coral satin, and one of the new evening frocks with Turkish trousers revealed by the inverted V-shaped skirt opening. Vogue patterns cut to order, $4



Ombre effect in four shades of green smartly carried out in the lines of the triple tunic. Vogue pattern cut to order, $4

SMART FASHIONS *for* LIMITED INCOMES

The Chiffon Coat a Graceful Adjunct to the Tea Gown—The Serviceable Suit and Its Matching Waist—A Skilled Tailor Who Reconstructs



(1) *Bernard model on smart yet conservative lines. The collar shows black braid and colored embroidery. Vogue pattern cut to order, coat* $1. *Skirt* $1

THE purchase of a spring outfit should be carefully considered by the woman of limited income, if she would avoid mistakes and financial embarrassment, since without forethought she is likely to overlook the fact that there are still summer linens, etc., to be provided. Let her remember that our spring season exists scarcely at all except in name, since we run direct from March winds into almost hot weather, so that the period when her spring suit is in order passes in the twinkling of an eye. It is, however, necessary to be equipped for the season at the end of summer, when the spring suit again comes into play. One cannot advise in a general way exactly what to purchase, since it depends largely upon what is left from last year, the possibilities of which for making over are best known to the individual. A little later in this article I shall give illustrations of what may be done in the way of transforming old-fashioned garments into smart new costumes by an expert on these lines, but just here I shall give suggestions for the new suit, should such be required.



(2) *Afternoon gown of white satin foundation overlaid with king's blue, then black chiffon. Vogue pattern cut to order* $2

Model No. One is a coat and skirt designed by Bernard of Paris, which is as admirable as it is fashionable, and yet without a hint of eccentricity which would spoil it for a second season's wear. The coat has a prettily draped front that fastens well to the left side and is bordered by a flat band of the material piped at the edges. There is a flat collar of braid with an inset collar of bright scarlet embroidered in black and white silk. The skirt is that standard model with a single flat box plait both back and front. Dark blue serge in so dense a shade as to be almost black, and of a medium smooth finish, makes a serviceable suit. This, if bought in the best quality, will outwear almost any other fabric, and dark colors are always best for the woman who has few clothes.

But it may be that you have already a suit that will answer every purpose and more requisite for your needs is a one-piece frock of some kind. In this case we advise a model of much simplicity. It may be possible that you are able to get more of the material of your suit, or by some chance have enough of it for this one-piece gown, in which case you will have a coat for your gown beside the skirt to wear with blouses. This particular arrangement will prove most serviceable. The gown, although in one piece, has the bodice and skirt cut separately and put together with a cording of the material raised just a little above the waist-line. The skirt is really much the same as the old-time circular skirt, so that the bias comes at the front and over the hips and it fits to perfection. It is, however, so managed that the straightness at the bottom of the skirt is preserved. The bodice is made up on black lining, for which a very durable silk known as Corsica is used. The waist is cut absolutely plain across the shoulders and bust—its fulness gathered in a little on the sides of the girdle. The yoke and collar are of white filet lace mounted over white mousseline, and made detachable, so that a flat collar of lace may be substituted if desired. The finish around the neck is a rather broad piece of military braid, which is pulled up by a cord on its edge to make it fit down around the neck. Further than this, there is no trimming on the bodice, except a little piping of plain silk braid that outlines the edge of the yoke and runs down the left side. The sleeves have a turned-back cuff of white satin, buttonholed and held together by three pairs of crochet links; above this there is black braid and again a fold of black satin. Down the middle of the skirt in the back there is a black satin sash about 12 inches wide, cut on the bias and piped on the edges with a fold of white satin. At the top of this sash, just above the waist-line, is a flat bow of black satin piped in the white.



(5) *The out of date model that was cleverly reconstructed into the jaunty tailor made shown in sketch No* 8

USEFUL AFTERNOON GOWN

The requirements for a gown of this class are twofold; the dress must be, of course, smart and good looking, yet at the same time practicable, for a small wardrobe does not wisely indulge in light, perishable colors. After all, this is a fortunate restriction and conducive to good taste—since, as a rule, dark colors are smarter than light, and at least one rarely goes amiss in choosing them. The spring afternoon dress should be selected in materials that will be suitable the year round, and we consider the model in sketch No. 2 an excellent one for many uses. Its foundation lining is a soft white satin, and over this is laid first a covering of king's blue chiffon, then a second one of black. Chiffon, not chiffon cloth, should be used—the quality being a crêpe-like one which sells anywhere from 85 cents to $1.10 a yard, and not a chiffon cloth of high finish. The double chiffon is draped to form the upper part of the skirt, and it has two deep tucks at the front put in on the bias. Over these, from the sides of the waist-line, run panels of very soft black satin which extend well down below the knees and then straight across the back of the skirt, the turn forming a supple drapery. The bottom of the skirt is faced high in black, and there is a sash of satin down the back lined in chiffon. The waist is particularly pretty, with its turned-back rever showing the bright blue and bordered with a narrow fold of black. The sleeves are finished with a tuck of black and one of bright blue. The belt across the back of the gown is laid in soft folds, which in the front extend up into long points that are tacked against the bodice. There is also a cuff of black satin supplementing the chiffon cuff, and a yoke of cream net with a wee dot and a small tie of real Valenciennes. The black and blue chiffon show only a glimmer of the white lining underneath, and the effect is a delightful one. This gown will serve to wear at weddings, brides' parties and luncheons.



(3) *Old fashioned costume before it was skilfully re-tailored to make the smart suit shown in model No.* 6



(6) *A smartly remodeled suit, redyed and trimmed with black braid and outlining bands of black satin*

A TEA GOWN

In the third and fourth sketches are shown two aspects of a tea gown—a model with a chiffon coat. The third drawing gives the gown with the coat and the fourth without it, in which guise it serves as a simple dinner gown. The color of this frock is an admirable one—a shade somewhere between an old blue and a violet—dark enough not to soil easily and yet with enough brilliancy for the evening. It fastens up in front, which is a great convenience for the woman without a maid or when it is donned in a great hurry. The skirt opens at the left under a tuck that is left loose, and folds of chiffon run across the front of the bodice to hook in at the left side. The chiffon is again that of a crêpe-like mesh and is laid in soft folds across the shoulders and in tucks around the arms to form the sleeves. There is a soft belt of satin that is draped around the figure just a bit above the waistline and which runs up to the left with a tasseled end. The back of the skirt is made on a broad box plait that is attached to the skirt with long loose stitches. This box plait is lined throughout with the same chiffon that is used for the coat. In color it is just a little grayer than the satin which makes an admirable contrast in a soft key.

The coat is a simple model and one could make it oneself in an hour or two. It is a straight length of chiffon slit up the middle about half way, leaving a length of about 36 inches both back and front—possibly a little more in the back than in the front. After this is adjusted at the neck—cut out a "V" in the back which should reach down to meet the "V" in the waist of the gown itself. The selvage edge of the chiffon is turned back on either side for two or three inches and tacked with loose stitches. This forms a cuff where the arm comes through and a trimming at the sides. The bottom of the coat is laid in a hem of the same width. Hold the arm out straight from the shoulder and tack the edges of the chiffon together on a line with the waist. This gives a gracefully draped sleeve. Finish the neck with a tiny rolled hem put in, of course, by hand. After the coat is put on pin the fronts at the girdle or higher up, whichever is more becoming and where it comes together fasten the rose. This is in dull pink satin, the outer petals of brown chiffon and green leaves—a most attractive contrast with the color of the gown. You will find that when the coat is completed it hangs in points at the front and back. It is, of course, after the standard kimona model and is most effective.

Another lovely color scheme for this model, which is also a practical one, is to have the gown in mahogany satin, the coat to match, and use a pale yellow rose. In steel gray it is also lovely with a white and yellow waterlily.



(3) Dinner gown of violet crêpe-like chiffon showing a raised satin girdle with hanging end. Vogue pattern cut to order $2

THE TAILOR WHO MAKES OVER

The problem of remodeling one's last year's clothes takes up the larger share of attention of the woman of limited income, as entirely new purchases are for her more or less of an exception. It is therefore most important that she should have every help possible in renovating her wardrobe. This kind of work has been undertaken by a competent tailor; in fact he is devoting himself entirely to evolving a workshop where making over is developed into a science, and, although he is a tailor of merit his metier is decidedly that of reconstruction. However loudly his praises are sounded, it is difficult to realize the magic of his transformations unless they are illustrated, hence sketches are shown of two suits which have been brought into shape from old fashioned garments.

Sketch number five shows a coat and skirt before they were done over, the material being a gray and white stripe with a gray velvet inlay on cuffs and collar. The long semi-fitting coat with large sleeves, cut to run in at the waist, and with rather full skirt, is at first glance hopelessly out of date. Its antiquity is accentuated in the plain long gored skirt with fans that open at either side. The collar is short and lapels narrow, entirely out of keeping with the mode of the moment. You will have difficulty in realizing that the sixth sketch is the same suit after it has been remodeled. In the first place it is dyed dark blue, the original weave then giving an invisible stripe. The coat is cut to a twenty-five inch length, taken in below the hips and let out above the waist so as to give the requisite straight line. The bottom is finished with a black satin band and there are deep cuffs of the same edged in braid. The sailor collar is also finished in braid and dropping from under it at the front comes a satin rever that turns to form the front facing of the coat. The fastening is at the left side with the satin buttons and loops. The sleeves have been taken in to fit closely at the top of the arm and the satin band on the coat is repeated in a six-inch hem at the bottom of the skirt. There is a straight stitched belt also of dark satin. The skirt is as cleverly handled as the coat, being made over into a straight gored model. The coat required new lining and as it stands today the suit is as serviceable and good as any new model for which one would pay a considerable sum. The price for this piece of work is $32.50.

Again in sketch number seven is illustrated a suit of dark green cloth, four years out of date at least. The coat in the back was shorter than in the front and sloped down on the sides in an exaggerated line. The cutaway fronts with big revers fastened with one button and there were tassels at both the top and bottom of all the lacings. Enormously full were the sleeves, put in with many plaits, and this also had the fancy treatment up to the elbow. The circular skirt had a seam only at the back and swept at great length behind the wearer. The lining in this coat was good and was used again in the making over. Now what could be better than its evolution into the useful little suit which is reproduced in the eighth sketch, with its short straight coat snug and tight about the hips with the long rever and collar in one piece inset with black satin. The rever on the right side rolls to the waist and fastens with a satin ornament and crochet buttons. On the bottom of the coat there is a strip of goods turned the other way so that the grain shows up differently and makes a contrast against itself. The skirt is a straight panel both back and front with satin loops on each side. The coat has in the back the same kind of panel with loops and there is a cross-wise band on the sleeve. Surely it is better to pay $35.50 to make over a perfectly good suit into a smart model of the best cut and workmanship rather than to put this money into an inferior ready made suit which will not look nearly so well and be of poor service at best.

I have quoted and illustrated these renovations which entailed the greatest amount of work and planning. Of course there are many left overs that require only a little manipulation to make them possible and where there is only a small amount of work the price is correspondingly low.



(4) Chiffon coat which completes the tea gown; made on simple lines and finished with a rose

MORE ABOUT HATS

In planning your summer hats, you will, of course, require one wide brimmed afternoon hat which it is desirable should go with everything and be of durable material. As a rule women of limited income choose this hat in black, as nothing is more generally useful. Now I would suggest that as trimming you use some of the new dispositions of tulle instead of attempting ostrich feathers, which today are so gorgeous in size and quality that they cost a small fortune, and nothing is worse than a poor plume. The airy light upstanding tulle bow has been replaced by a more substantial folded bow made of several layers of tulle and tacked firmly in place on the brim. This, supplemented by folds of tulle laid around the brim, will make a lovely picturesque hat. Choose crin or horse hair in a rather "floppy" shape. If you have any particular combination which you wish to carry out you can lay one fold of tulle above the other in two colors to accomplish it. King's blue under black is excellent, as is also green under blue, and the black and white combinations are always satisfactory.

Quite a different hat may be made at home if you have the knack of tying a smart bow. This should be in the delightful novelty ribbon which is sold only at the most exclusive importers. It is of a white foundation with stripes in colored velvet usually half an inch broad, but sometimes wider. Bows of this form the sole trimming in new models and are ultra smart in their striking effect. The conventional sailor shape is often trimmed this way as are also toques and wide brimmed hats. Cherry color, grass green and purple are some of the stripings seen and the bow is tied with rather long spidery loops and ends. These are not wired at the edges, but have a narrow strip of crinoline sewn on the reverse side which avoids stiffness, but keeps the bow firmly in its rather casual outline. Full ruches of taffeta pinked on the edges and set around the crown of a small pot-shaped hat make a very new and smart trimming. A perky bow of medium size is the finishing touch.



(5) Smart lines are shown in this remodeled suit with side fastening and straight panel skirt

VOGUE POINTS

SERGE is very much in vogue for separate coats of some warmth, to be worn over afternoon lingerie gowns. These are built on roomy, loose-fitting lines and have almost invariably wide, full-draped revers extending to the waist-line or below. It is the fashion to make the revers of colored satins, and the contrast is quite lovely. Ocean green is much used with white serge, also antique blue, and black is always good. A satin lining can be used, but this is not necessary to good appearance.

SINCE mannish blouses are the hight of fashion, they must of necessity form part of the summer wardrobe, and a word of advice on the subject is timely. It is well to have some of silk, and remember that it is economy in the end to get a good quality. Get a China silk that is really good and it will outlast three shirts in an inferior quality. There is an excellent variety that comes at $1.25 in a 36-inch width. It is light and cool, and yet of enough substance not to be transparent.

BLACK velvet is shown on lingerie gowns this season in clever and original touches. One of the most effective and practical is the black velvet band on the skirt bottom. This is especially novel when the gown has a scalloped edge, which is effectively played up against the black velvet background. An entrancing lingerie frock recently seen was of cobweb-like mull with trimmings of Irish lace which formed points on the black velvet hem, some four inches deep. The round neck-line and the sleeves were banded in the black velvet over which points of Irish lace came up in a similar manner.

JEWELRY follows the trend of the black and white craze. Black onyx with diamonds or pearls is shown in lovely designs of brooch and locket. A black onyx cross, tipped with pearls and having a diamond at the center, makes a very effective ornament.

Lockets in oval shape and pendant earrings in onyx and pearls or diamonds are much in vogue at present.



(3) *Afternoon dress of dotted voile, with real Cluny lace yoke and sleeve insertion and tiny black velvet buttons*

SEEN *in the* SHOPS

Dainty Frocks of Voile and Foulard Show Bright Color Touches—Mannish Silk Blouses—Smart Suits for Boys

IT is surprising to find how moderate are the prices in a small shop that makes a specialty of dresses, gowns and blouses. One visit to this establishment makes of you a constant patron, for not only do you receive the best attention but every garment is under the supervision of the proprietor who takes a personal interest in the style and requirements of each customer and gives the best values at the most reasonable prices. Another advantage of the shop is that it is so accessible—situated as it is in one of the best shopping districts in New York.

One of the models shown is illustrated in the first sketch. It is a one-piece dress made of white serge with a fine black stripe and having as trimming black braid two inches wide, and a touch of green satin. The waist is cut with a kimono sleeve in three-quarter length finished by wide black braid with a piping of green on the upper edge. The sailor collar is small and has the braid on the edge, which makes an attractive contrast to the emerald green satin center. Three braid button effects in front where the dress fastens make a pretty ornamentation. Like most of the models this spring, the waistline is slightly raised and black braid covers the joining of the skirt and waist. Of course the skirt is straight and has a panel both in back and front. A twelve-inch band is set on below the knees and the panels extend only to the middle of the band and hang loose from the top of it. This model, most attractive for spring wear, costs only $27.50. It may be ordered in navy blue, black or all white serge and grey diagonal cloth for the same price, with a collar in self shade or any desired color.

A black satin gown similar in design is priced at $25.75. The waist is almost identical to the one just described, having a three-quarter kimono sleeve, sailor collar and braid trimming, but the skirt has two narrow bands instead of the single broad one and the panels extend to the bottom.

COTTON VOILE BLOUSE

In sketch two is shown a blouse of blue and white striped cotton voile. It is made most simply, being all in one piece—two groups of four small tucks encircle the entire bodice and a cluster of ten pin tucks on each shoulder is exceedingly pretty and also serves to give a slight fulness to the top of the sleeve. The small flat collar at the base of the high standing collar is finished in front by a jaunty bow of velvet ribbon with long ends running in and out of eyelets down the front of the waist. The collar is of the material tucked across the stripe, which is unusual and very effective. This model fastens in back and is priced at $5.75.

STRIPED VOILE AND CLUNY LACE

A pretty afternoon dress of striped or dotted voile is sketched in figure three. Real Cluny lace is used for the collarless, square yoke and it finishes the cuffs. The entire bodice is tucked in two sizes and down the middle front is a small box plait having groups of three tiny black buttons. A tunic effect is given the skirt by the upper part extending only to the knees and finished by a wide hem, coming from under which is a gathered flounce with five tucks above its hem. A soft girdle of the material fastens in back where the dress closes by a flat rosette, having as a center a large black button. This model can be ordered in either striped or dotted voile for $16.75.

PANSY COLOR EFFECTIVELY COMBINED WITH BLACK AND WHITE

The insatiable craze for black and white still continues and is most evident in gown, hat, parasol, etc. In Paris, pansy color is the rage and appears on some of the latest imported models. An unusually smart gown combining these two fads is sketched in number four. The material used is black and white striped foulard and black satin, with a suggestion of pansy velvet. The upper part of the bodice is black satin, giving the bib effect so much in vogue. Fine dotted net is used for the yoke and collar, and in the triangular pieces the pansy velvet is again introduced at the base of the black satin yoke. The skirt is attractively fashioned, having black satin panels over each hip. In front the foulard is laid in folds, which extend from the waist to the top of the deep band at the bottom of the skirt. On each side of the panels on the band there are six black bulb buttons, making an attractive finish. In the back a panel is formed by the plaits—otherwise it is identical with the front. A double row of cording of the material outlines the waistline and ends in a rosette at the left side of the panel. This dress represents several of the spring innovations and is shown as one of the smartest gowns by an exclusive Fifth Avenue shop. The price is only $50.

NEW UNBREAKABLE CORSET

An unquestionable need to the stout woman is the corset illustrated in the fifth sketch. Though it gives the fashionable long, slender lines to the figure, it is the fact that the corset is unbreakable that makes it so invaluable. If heretofore you have been troubled by your bones breaking, this is the right corset for you. It is made of medium weight coutil and has a patent reinforcement at the waistline which prevents the bones from breaking—and on account of this reinforcement it is possible to use a medium weight bone which makes the corset soft and pliable and yet unbreakable. It seems almost too good to be true, but after trying this new corset you, too, will understand why so many of this model are sold by the store carrying this exclusive style. As you can see in the illustration, it is prettily finished at the top by lace, with ribbon inserted through the beading, and has three pairs of strong garters at the sides and front. The cost is very reasonable at $5.

POWDER PUFFS AND BOOKS

Chamois covered with silk makes these pretty and useful little powder puffs which resemble in design a needle case. It is made in much the same way—round and flat and in two pieces held together by satin ribbon. The upper part is filled with powder and the opposite side has a pocket in which is placed a small round mirror with back of celluloid in a color to match the silk. The case is closed by a clasp. They come in two sizes—the smaller is two inches in diameter, has no mirror and costs ten cents—the larger is three inches in diameter and costs twenty-five cents. Either of these are just the thing for one's bag.

Very attractive imported powder books are shown in leather cases with mirror on the inside of the cover and fastening with a clasp. Red, green, black and violet are the colors. The price of this useful novelty is fifty cents.

POCKET MANICURE

These look exactly like small books, but on examination one discovers a unique means for the manicure. On the inside of the cover is a piece of chamois which forms a pocket just large enough to hold an orange stick and an emery board. The leaves of the book are powder papers to polish the nails and a mirror inlaid on the inside of the back completes this useful little arrangement which sells for twenty-five cents.

BOYS' CLOTHING NEEDS

A shop of high standing has recently enlarged its Boys' Department and is now ready to show a complete outfit of spring clothing. For the little three-year-older up to the youth who has attained the importance of his first long trousers, there is an excellent assortment to replenish the wardrobe.

One of the specialties is a party suit for youngsters between the ages of two and six. It is made on the Russian style of mercerized silk poplin in pretty shades of pink, blue or tan. A sailor collar of white silk embroidered in color and a white leather belt are the finishing touches to this exclusive model, which sells for $18.50.

Embroidered French poplins can be bought for $9.50. On this style one revers of the sailor collar continues to the bottom of the coat.

Pure linen Russian suits in military style cost $6.50, and are very smart. In the back there is a single box plait, while in front there are three, one on each shoulder and one down the front. A linen belt comes with this suit, but if one of colored patent leather is preferred, they can be bought for from 25 cents to $1.

Another equally good model has a hand-scalloped edge down the entire length of the coat, where it fastens on the side. The material used is poplin and comes in white and colors for $4.50.

SHIRTS FOR BOYS OR GIRLS

At the furnishing counter one sees several articles that are just as interesting to girls as boys. Soiesette shirts that are priced only 95 cents are excellent in cut and are worn by many girls and women for tennis, etc. Tan and cream are the only colors—a better quality costs $1.45. In the same style is a shirt of mercerized madras with a silk stripe in color which costs $1.69—these come as large as fourteen and one-half collar. Soft collars to match can be procured; also ties, which completes the color scheme. They make smart looking blouses for the morning.

NEW SPORTING WAIST

A sporting waist of striped foulard, shown as a novelty, is made simply, with plain back and one broad tuck on each shoulder. A sailor collar of plain messaline to match the colored stripe is made with long revers extending below the bust and fastened at the left front by three blue buttons. Three-quarter length sleeves are used, with turn-back cuffs of plain messaline. $4.95 is the price asked, the waist coming in lavender, tan and all shades of blue.



(5) *Excellent corset for stout figures; the boning gives the long, slender lines and is pliable, yet unbreakable*

A mannish shirt of heavy wash silk with a black stripe on a white ground is excellent both in style and quality. It has the soft shirt collar and cuffs and double pockets made with flaps which button over. The back has one broad box plait down the center and a small yoke over the shoulders. Price $6.50.

At the same price there is a tailored waist with plaited frill. The material is white China silk with clusters of black pin stripes. Three one-inch tucks are on each side of the front, while down the middle is a wide box plait with groups of three tiny pearl buttons sewed diagonally across the plait.

White China silk shirts sell for $3.95 and $4.95, the difference in price being due to a better grade of silk. This is the regulation shirt with man's sleeve, single pocket and soft collar. Nothing can be better for riding, motoring and all sports, as it wears very well and can be washed as often as necessary. If a little alcohol is put in the rinsing water it prevents the silk from turning yellow.

GUIMPES

These accessories are much in demand and many pretty styles are shown at moderate prices. For $1.95 is one of plain Brussels net with high collar and three-quarter sleeves. An all-over tucked net with sleeves and collar finished with imitation Irish lace can be bought for $4.75. An effective guimpe under a colored chiffon or marquisette jumper, is of all-over rose Valenciennes and costs $4.95.

ROSEBUD TRIMMING

What is more natural in the spring than to see pretty flower trimming introduced on gowns and hats. Sometimes it is in the form of a garniture, sometimes in the weave of the material, but always it lends a charm to whatever it appears on. Ribbon trimming for some time has been steadily making its way into fashion and now it is seen at many of the shops as a popular spring novelty. Rosebuds made in pink or blue satin, with the stems and leaves of gold, are fascinating, and sell for $3.50 a yard. For $1.50 the same trimming is shown with the stems and petals in green satin.



(1) *One-piece dress of white serge with a fine black stripe and trimmed with black braid and a touch of green satin*

EXQUISITE HANDKERCHIEFS OF LACE AND LINEN

A shop famous for its linens is showing a most fascinating array of handkerchiefs suitable for Easter gifts. Some very pretty novelties are shown, daintily embroidered in butterfly designs in two-tone and contrasting colors. They are very lifelike, and over twenty styles are shown, the colors including pink, yellow, green, heliotrope and lavender; 25 cents each.

Several exquisite examples of Armenian lace-edged handkerchiefs may be had for but 25 cents each, the usual price being 50 cents. In the 50-cent group are some dainty Madeira embroidered handkerchiefs, in which diamonds, bow-knots and simple eyelets are daintily worked. At this shop real Valenciennes lace handkerchiefs may be had at $1 to $3. A favorite style has the Revere hemstitching in place of the usual beading.

Among the finer lace handkerchiefs suitable for presentation there are some fine Duchesse lace models. These ranged from a dainty little rose point design at $12 to handkerchiefs at $100 each. Especially interesting because of their charming quaintness were two Carrickmacross lace handkerchiefs at $15 and $25, respectively.

Real Valenciennes lace handkerchiefs with embroidered corners may be had for $2 to $6, the less expensive having only one corner embroidered, and the highest price, all four embroidered. Instead of the straight borders, some of the new handkerchiefs shown by this shop are prettily cut in scrolls and further ornamented by drawn work, shadow embroidery and appliqué work. These irregular scroll hems are an interesting feature of the new handkerchiefs.

Seed embroidery made to contrast with the plain filling makes another pleasing diversion. The light and shade thus produced is very effective. An exquisite model of this kind is marked $10.50.

NOVEL EASTER GREETINGS

A little shop where one may find the loveliest German prints is showing among its Easter novelties some hand-colored greetings at 25 cents and 50 cents which are really lovely. Indestructible motto cards and prints with frames of hammered brass and copper, and which seem specially designed for friends at a distance, are protected by transparent celluloid instead of glass. The average price is $1.

THE BELTS OF THE SEASON

Belts, always an interesting subject at this season, may be had in fascinating variety. A black bengaline, heavily corded, at $3.75; a black satin or moiré, lined with white kid, at $1 to $2.75; a patent Morocco at $3.50, and a long-grained calf belt at $2.65 are shown by a leading department store.

THE NEW "PALM" PARASOL

One of the newest parasols is called "the palm." The edge is shirred giving a very quaint effect, whether open or closed. With a unique snake-wood stick and cover of Dresden, apple green or old blue, the price was $7.50 for the plain, and $8.50 for the flowered style.

Coaching parasols with extra light ash sticks, exceedingly clumsy to look at, but eminently practical, are made to order of guaranteed taffeta in any desired color for $3.50.

THE NEW FICHUS AND KINDRED ACCESSORIES

"While I think of it, I want you to notice this new belt," said the buyer of accessories, turning around to show me the wide flat bow of a dainty little black patent kid belt, the price of which was $1.95. She then proceeded to spread before my eyes a multitude of the new frilly things which women will wear with new spring costumes. One memorably lovely sailor-fichu, very long in front, was made of Irish and filet lace. The square medallions were literally framed in Irish rose motifs. A fichu of this sort costs from $18 to $25.



(2) *Odd blouse of blue and white striped cotton*

Attractive was a waist garniture of cream Malines lace, attached to a wide band of Point Venise lace. It was designed to be worn fan-like, over the left shoulder, almost entirely concealing the whole side of the waist. The distinguishing feature in the new accessories is the decided tendency to one-sided effects.

For the coiffure, an Empire wreath of satin forget-me-nots was charming enough to merit its price, $3.25.

At $3.50 I saw a beautiful point d'esprit sailor collar and fichu, and at the same shop a fascinating black crêpe collar-and-rever ornament, made double-breasted, at $3.95.

A silk hosiery "special" announced by a smart shop was as follows: double-top, lisle-lined sole silk hose, in black and colors, at $1 a pair.

PRETTY AFTERNOON AND EVENING FROCKS FOR YOUNG GIRLS

A shop which makes a specialty of gowns for young girls is showing some pretty little foulard dresses at $16.75. The messaline trimming is prettily cross-stitched, and the waists are finished with lace yokes of very good quality. At the same place, dotted voile dresses, also trimmed with messaline, with Dutch necks and elbow sleeves are offered for the small price of $17.50. A pale blue silk marquisette dancing frock has a knife-plaited underskirt of the same material, a straight panel sash hanging straight behind. The sash as well as the tunic is edged with a silk ball fringe. Such a model would be most appropriate for a débutante. Pretty little cotton voile dresses for younger girls include stripes and checks; the prices are $19.75.

A COLLAPSIBLE MOTOR HAT

A collapsible motor hat which fills the long-felt want of women who dislike to lunch at country club or inn in dusty, dishevelled road attire, attracted much attention. Made of crushable material, trimmed with a pretty Dresden band, with soft satin lining to match, it will transform the tourist in a moment. It may be packed into a pocket or bag without injury, thanks to its curious resiliency. The price is $13.75.



(4) *Black and white striped foulard, combined with black satin and showing touches of pansy velvet*

SPRING NOVELTIES IN COLLARS

The "Quaker collar," so named from a recent play, is one of the prettiest of the new spring collars. Made of dotted mull with an imitation Irish lace edge, it costs $1.50. The school children's little blue serge utility suits and dresses may be prettily enlivened by sailor-shape silk collars, with ties to match. These come in various colors, and pongee and Roman stripes, and are 25 cents each.



In the PHILADELPHIA SHOPS

Quaint place cards perched on glasses for children's parties

UNUSUALLY attractive are the little place cards for a child's party, designed to perch on goblets. They are shown by one firm in several different styles, each unique and pretty. The quaint lady and gentleman, here illustrated, are supposed to be aswing in the tree-tops—she in a full-skirted gown of white bedecked with garlands of roses, he in a long-skirted coat of tobacco brown with smart yellow gaiters and gay red cravat. The white card, topped by flowers, is for the little guest's name. Each pair is joined by a strand of fluted paper in color, perhaps to signify a bond of union between the different partners. These cost $1.25 a dozen, *i. e.*, for six couples. They can be attached to the glass very easily by means of a cardboard flap.

Fluted paper is also used in the make-up of a fox terrier puppy and a little black cat. Their faces, of painted cardboard, peer over the goblet, and the body, of fluted paper in black or white, as the case may be, is drawn down to the base of the goblet, where it is held firmly in place by the two hind paws. Children are sure to be infatuated by these grotesque, long-bodied creatures. Price $1.25 a dozen. Maeterlinck's "Blue Bird of Happiness" is used as the subject of the fourth series. Though this little songster has been somewhat overworked of late he should nevertheless be proud to see himself in this new guise. The body is given a fluffy, feathery effect by blue fluted paper, and the wings of blue cardboard are outstretched as if in flight. Perched on the edge of a goblet, he looks as if he had just this moment

(*Continued on page* 96)

NOTABLE PRIZE PICTURES OF THE SPRING ACADEMY



Tea, by Leslie P. Thompson, which received the 3rd Hallgarten Prize, shows an interesting composition, cleverly handled



The Trousseau, by Charles W. Hawthorne, A. N. A., awarded the Clark Prize and purchased by the Metropolitan Museum of Art



In a Garden, by John C Johansen, awarded the Saltus Medal



A Group of Geese, by J. T. Pearson, Jr., awarded the 2nd Hallgarten Prize



February Morning, by W. Elmer Schofield, N. A., awarded the Inness gold medal

VOGUE PATTERN DEPARTMENT

FLAT PATTERNS

THE patterns on this page are cut in sizes 34, 36, 38 and 40-inch bust measure; 22, 24, 26 and 28 belt measure. Price 50 cents for waist or skirt.

CUT IN THREE COLORS.—Each pattern is cut in three colors, the lining in brown, the trimmings in green and all other parts in straw-colored tissue. These advantages will instantly be appreciated by anyone who has ever wrestled with the ordinary cheap pattern and incomprehensible instructions.

CUT TO MEASURE PATTERNS

For those who desire an individual touch in their gowns, Vogue makes a specialty of patterns cut to order from measurements; these patterns will be cut from original designs or from sketches appearing in Vogue or elsewhere.

SKIRTS, without foundation, $2.50; with foundation, $3.00.

BODICES AND SHORT JACKETS, without sleeve, $1.50; with sleeve, $2.00.

PRINCESS GOWNS, with sleeve, $4.00.

THREE-QUARTER LENGTH AND LONG COATS, $3.00.

NEGLIGEES, $2.00.

MISSES' CLOTHES (from 12 to 16 years, or 32 to 34 bust). Whole suit, gown or long coat, $3.00; any part of costume, $1.50.

CHILDREN'S CLOTHES (up to 10 years). Whole dress or long coat, $1.00; guimpe, blouse or skirt, 50 cents.

NOTE.—We will send a full set of waist linings and sleeves, in six sizes, from 32 to 44 bust, cut in heavy paper, for $3.00; or in cardboard for $7.00.



1863



1865



1864

NO. 1863.—Dainty summer dress of pale blue cotton marquisette with a tunic and fichu of white mull edged with fine plaited ruffles of the same material. Tucked mull is also used for the yokes, front and back. The cuffs, turn-down collar and band on skirt are of cream lace. Belt and bows of black velvet. The skirt, which opens to the left side of the front, is cut in four gores, with a panel front and back, and has a raised waist-line which is fitted over a girdle foundation. The one-piece tunic of mull is gathered at the top. The bodice, cut with a kimono sleeve which is slightly gathered into a lace cuff, opens to the left of the front. The draped fichu terminates under the belt at the back, but at the front it falls over the belt and finishes with a flat black velvet bow. The materials required to make this model in medium size are 5½ yards of cotton marquisette 36 inches wide, 4½ yards of mull 45 inches wide, 1¾ yards of lace and 2¼ yards of ribbon. Skirt pattern cut in 5 pieces, including tunic, and girdle foundation. Waist pattern cut in 9 pieces. Price 50 cents for bodice or skirt. This skirt measures 2½ yards around the bottom.

No. 1864.—Simple princess tub frock of cotton voile, the bodice and skirt cut in one piece, and held at the waist-line with two rows of shirring over cord. Similar shirring is placed along the shoulder from neck to sleeve end, which gives the bodice extra fulness both front and back. The neck and sleeves are finished with lace, and the skirt is trimmed with three rows of ribbon frilling. The only seams in this model are placed under the arms. A girdle foundation is included in this pattern, which may be used if a slightly raised waist-line is desired. The materials required to make this model in medium size are 4½ yards of voile 45 inches wide, 1½ yards of lace, 12 yards of ribbon and ⅞ yard of belting for the girdle foundation. Pattern cut in 4 pieces. Skirt measures 2¼ yards around the bottom. Price one dollar.

No. 1865.—Jeanne Lanvin is the creator of this quaint costume, consisting of an eight-flounce skirt made of pale green batiste, each flounce edged with porcelain beads. The jacket-like bodice is made of apple-green taffeta. The flounces are cut circular and are slightly gathered, all of them being attached to a six-gored underskirt, which is mounted on a girdle foundation. The bodice, draped in surplice effect, has kimono sleeves cut in one piece with the bodice. The trimming consists of plaitings and a taffeta bow. The bodice closing is slightly at the left of the front, and the skirt at the center back. The batiste yoke is embroidered with porcelain beads. The materials required to make this model in medium size are 5½ yards of batiste 45 inches wide, 2¼ yards of taffeta 36 inches wide, ⅞ yard of belting and 1½ yards of silk for the lining. Skirt pattern cut in 13 pieces. Waist pattern cut in 11 pieces, including the lining. Price 50 cents for bodice or skirt.

CHARACTERISTICS OF VOGUE PATTERNS

SMART IN CUT, YET SIMPLE TO EXECUTE.—The patterns combine smartness of cut and correctness of style with simplicity of execution. They are therefore especially adapted for work in the home or for the guidance of less experienced dressmakers.

DISTINCTIVE AND ADVANCED IN DESIGN.—By reason of its advanced information and accurate forecasts of coming fashions, Vogue's influence in shaping the mode in this country is very strong. Its pattern department enjoys the full benefit of its exceptional news service and its patterns are always cut from the very smartest, most distinctive and most advanced designs.

PRICES

FLAT PATTERNS, WAISTS, SKIRTS OR JACKETS, 50 CENTS EACH. PRINCESS GOWNS, $1.00.—Waists and Jackets are cut in sizes 34, 36, 38, 40 bust measure. Skirts in 22, 24, 26, 28 belt measure.



(3) *Brown linen dress worn over bloomers. The front is laced with a cord*



(1) *An effective little frock of pink linen and Cluny lace*



(2) *Good style coat of white piqué, trimmed with blue linen*

The YOUNGER GENERATION

SIMPLICITY, the keynote of success in children's clothes, does not necessarily imply plainness or poor material, but rather a correct combination of good lines with handsome material in a way that will bring out the good points of a child's figure. Children's clothes should be chosen not only with an idea of cost, but where and how often they are to be worn and also where they will be laundered.

The four models given in this article were selected to meet the necessities of everyday wear, are good style and inexpensive to make.

They are comfortable and have a grace peculiarly their own. Number one is of heavy pink linen cut on simple lines, four small tucks on the shoulder giving the required fulness to the skirt. It is trimmed with heavy Cluny lace insertion three inches wide and an Italian lace medallion set in the front below the lace cross-band. Below this medallion the linen is gathered and hangs in straight lines to the bottom, which is finished with a four-inch hem.

Number 2 is a strikingly beautiful coat of white piqué. It must be lined to the waist, as the sleeve is set in from underneath. The collar and cuffs are of blue linen. The seams are all corded and also the arm-hole, this cord being covered with a bias band of white piqué. The buttons are covered with blue linen and the collar may have an added decoration of heavy embroidery or French knots done in white cotton or an over-collar of crochet lace. The button-holes are small loops of heavy white cord. The dainty hat worn was of fine white straw trimmed with blue satin.

LITTLE FROCKS OF COLORED LINEN

Number 3 is a dress of brown linen with tan collar and cuffs and buttons embroidered with cross-stitching in blue, brown and red. The lacing across the buttons is of green cord and there are little brown trousers underneath, attached to a waist on which the dicky is stitched. The trousers and waist are in one piece and the little dress is worn over it. This is equally appropriate for a girl or boy of three years or thereabouts, the only difference being that the girl would wear bloomers cut a little fuller than the trousers and gathered above the knee over an elastic band.

Number 4 is a dress of deep rose linen embroided with white in a Greek key pattern and has inverted plaits held by featherstitching at the top. It is in kimona style, the dress and sleeves being all in one piece. The belt may be of the same material or of soft white leather and is held in place by straps of linen at the side seams. The four models illustrated are from the Acquidneck Cottage Industries.

FORMAL DRESSES OF LIGHT AND HEAVY MATERIALS

In direct contrast to these heavy linen dresses for ordinary wear are very dainty frocks of nainsook, mull or batiste, combined with an infinite variety of lace and beading. Some children, however, look far better in a heavy style of dress, and for these are white piqué or linen gowns, handsomely embroidered at the neck and sleeves, often with a low neck and thin guimp beneath and a wide belt of black velvet.

These velvet belts for children differ from those of the grown-ups in the fact that they close in front with a large flat bow, instead of a regular buckle. Similar belts may be made of white leather with flat bows, to be worn with dark linen coats and dresses. A beautiful dress for a little miss of two summers may be made of sheer French nainsook, the bottom finished with a three-inch hem. Cut the edge of this in scallops three inches wide and two inches deep. Around the raw edge, whip on lace half an inch wide,



(4) *Rose linen dress embroidered in Greek key design*

one and a half as full as the size of the scallop, and above this put a row of double featherstitching. Repeat this line of featherstitching one-half inch above the first line and cut away the extra material of hem on the wrong side. This leaves a double row of material between the two rows of featherstitching. In the middle of each scallop just above the featherstitching make a cluster of French knots.

With a yoke of tiny pin tucks and rows of featherstitching and elbow or short sleeves this makes a very dainty little garment.

SEMI-PRINCESS MODEL FOR MAID OF TWELVE

A beautiful dress for a girl of twelve was of deep rose linen made with a high waist-line in semi-princess style. The trimming consisted of two-inch bands of Dresden piqué on the waist and sleeves. This was of very fine quality with tiny flowers on a plain background which in this instance was white. The waist was in kimono style with round neck, having a shaped band of piqué as the finish, from which a two-inch band of the same material extended over the sleeve to the cuff. The neck was filled in with a yoke of heavy lace and small lace undersleeves peeped from beneath the cuffs. In place of the usual hem and the bottom of the skirt, it was turned up on the right side where it showed a cording of the Dresden piqué; the same decoration outlining the joining of waist and skirt. A lovely dress for a small child was of very sheer French nainsook. The bottom of the skirt had a two-inch ruffle trimmed with inch-wide thread lace. The ruffle was whipped on a band of fine beading and above was a half-inch puff of nainsook which again was joined to beading. This was continued until there were three tiny puffs and four rows of beading. Above were four small tucks on the skirt proper or above the last row of beading. The short waist was joined to the skirt with a band of plain material and on top of this was a puff with beading on either side. Between the latter and the plain band was a blue ribbon which showed through the puff and finished on the back in a soft rosette. The short sleeves had cuffs made in the same way while the neck was finished with beading, above which was a soft frill of narrow thread lace. This puffing is a simple decoration to make, but one that few people seem to understand.

TO MAKE PUFFINGS

Tear crosswise of sheer material straight bands the width of the puff, one and one-half times the required finished length. Roll the edges between the thumb and first finger for the entire length and overhand with small stitches with number fifty cotton thread in such a way that later it will "pull up." Afterward overcast this puff to entire beading, adding lace insertion on the edge of the garment it is to decorate.

Placed between bands of narrow tucks of the same material as itself or alternate rows of Swiss insertion puffing is really a very beautiful trimming.

ROMPERS OF SILK PONGEE

For little tots of two years old nothing is prettier than the rompers made of silk pongee in either the natural color or Delft-blue; the belt, turn-down collar and cuffs being simply decorated with featherstitching done in silk of the same color. These wash beautifully, are extremely cool and offer a pleasing variation from the usual dresses of cotton and linen.

MILLINERY FOR LITTLE TOTS

Some of the most dressy hats are made of fine white organdie, shirred on wires of different sizes and trimmed only with rosettes of lace and soft ribbon. When flowers are added they should be only buds made of pale pink ribbon.



One of this season's rather striking cloth hats for country wear

A medium straight-brim model of Sennit straw as shown by a fashionable maker

The light tan derby illustrated gives an idea of the flatter style approved for spring

Pliable bamboo in the shape here illustrated is superceding the older Panama grass hats

This new crush model may be had in camel's hair or gray felt

The WELL-DRESSED MAN

The Fashions of This Spring—Brief Discussion of Prevailing Modes in All Departments of the Wardrobe—A Season of Great Latitude in Style

IN the past most men have been rather too prone to insist upon precedent in the fashions of their dress, but with the much greater latitude that has resulted from the greater diversity in materials and designs, and the comparative absence of narrow fads, it is each year becoming better appreciated that real smartness of effect depends more upon individual good taste and personal becomingness than upon set styles and principal rules of convention.

THE SPRING HAT SHAPES

Turning first to hats, although there are always some extremes and novelties, the standard blocks for derbies as turned out by two of the leading makers are in the following proportions: First, 5¼ x 1¾ and 1⅞, 5½ x 1¾, 1⅞ and 2; 5¾ x 1⅞ and 2⅛ and 6 x 2¼; second, 5 x 1¾, 1⅞ and 2; 5¼ x 1⅞, 2 and 2⅛ and 5¾ x 2⅛ and 2¼, with styles for young men in dimensions of 5 x 1⅞ and 5½ x 2 and 4¾ x 2, 5 x 2¼ and 5 x 2⅛ respectively. There are also slight differences in the curl and roll of brims and in the contours of crowns, but the model herewith illustrated will serve to give an idea of the flatter style in a light tan shade of felt, from which the others may be judged, and it may be said that this light tan—not a dark tan or brown—is thoroughly correct in point of good form, even though it still continues a less general fashion than black felt. In silk hats, to cite again the shapes of these leading makers, one shows dimensions of 5⅞ x 1⅞, and for younger men 5⅞ x 1¾, with moderate tilt to crown, and the brim rolled three-fourths of an inch and one-half plus one-sixteenth "Anglesea" curl; the other 6 1/16 x 1⅞ and (for younger men) 5¾ x 1¾, with slight tilt to crown and rather flat brim, with a half-inch "D'Orsay" curl. The dimensions to be selected are entirely a matter of what is most becoming, but on silk hats the cloth band is more smartly fashionable than that of silk, especially for men under middle age.

As for the opera hat, in spite of rumors to the effect of its coming into more general fashion again in London, I much doubt its taking the place of the silk hat for evening wear, though, of course, it has always been at least equally correct for use when going to places of public entertainment, where the hat must be carried, or left in a coat-room. Since the great popularity of the felt Alpine years ago, no style of soft hat has been more in vogue than that of cloth, in mixed patterns and shades of gray, brown and green, and now, from the plainer effects in Scotch and English tweeds and homespuns the makers are going on to more striking materials, of which an example is shown in the accompanying photograph. They are, however, more suitable for autumn and winter than for mild weather wear, when the camel's hair and gray felts in the various crush styles, and the golf caps, made full and of rough Scotch and English mixed cloths are the prevailing styles. It is still early to speak of straws, but as the shapes are practically settled, it is perhaps as well to call attention to those illustrated as examples of two of the most fashionable models—the first a straight-brim model of medium "sennit," the second a curling brim, pliable bamboo straw, which is now more in vogue than the older Panama grass. The height of crowns and models of brims, of course, varies from the extreme narrow to the extreme broad, but the medium is as illustrated.



Single-breasted, black worsted dinner jacket with shawl collar of black taffeta. Loop buttons fasten the coat, which may be worn open or closed. The band collar in sharp-pointed style is distinctive with the bow tie. Hosiery is shown in fine changeable rib effects in both silk and lisle

SPRING TOP COATS

May be covered in few words, for, while there are variations in detail of cut and finish, the one really widely fashionable style is the loose Chesterfield, with rather sloping shoulders and fly or open buttoning. For evening dress it may be of black, or dark gray, fabric, with full silk facing on lapels, fly buttoning and straight set flap pockets; for day wear primarily, of a mixed gray, brown or green material, with ordinary or raglan shoulders, open buttoning, and large inset or patch pockets, and the looser it hangs, even to the extent of actual folds of cloth, the more ultra smart is the effect. One may, of course, wear the loose, short covert coat, or the long rain-coat style, but the waist-fitting models are decidedly out of vogue, and the less fancifulness of finish in the way of yokes, belts, turned-back cuffs, and so forth, the better the style. The mixed fabrics have been much used, no doubt, but there is as yet no sign of a return to plain materials for spring and autumn wear, and one need not be afriad of decided patterns, if the cloth is intrinsically smart and good looking.

DAY SUITS AND HABERDASHERY

In the way of formal day attire there is no use whatever of giving attention to the frock coat, for it will, at least during the warmer months, be entirely supplanted by the black or dark gray morning coat, cut—but there is, of course, always some variation in exact lines—rather long in lapels and in skirts, which fall away decidedly from the waist seam, and are finished plain, or with black braid. With it dark gray trousers; waistcoats of same or lighter material—white, tan, mauve, etc., in any suitable fabric and pattern—white or very delicately colored stiff shirts, with plain or

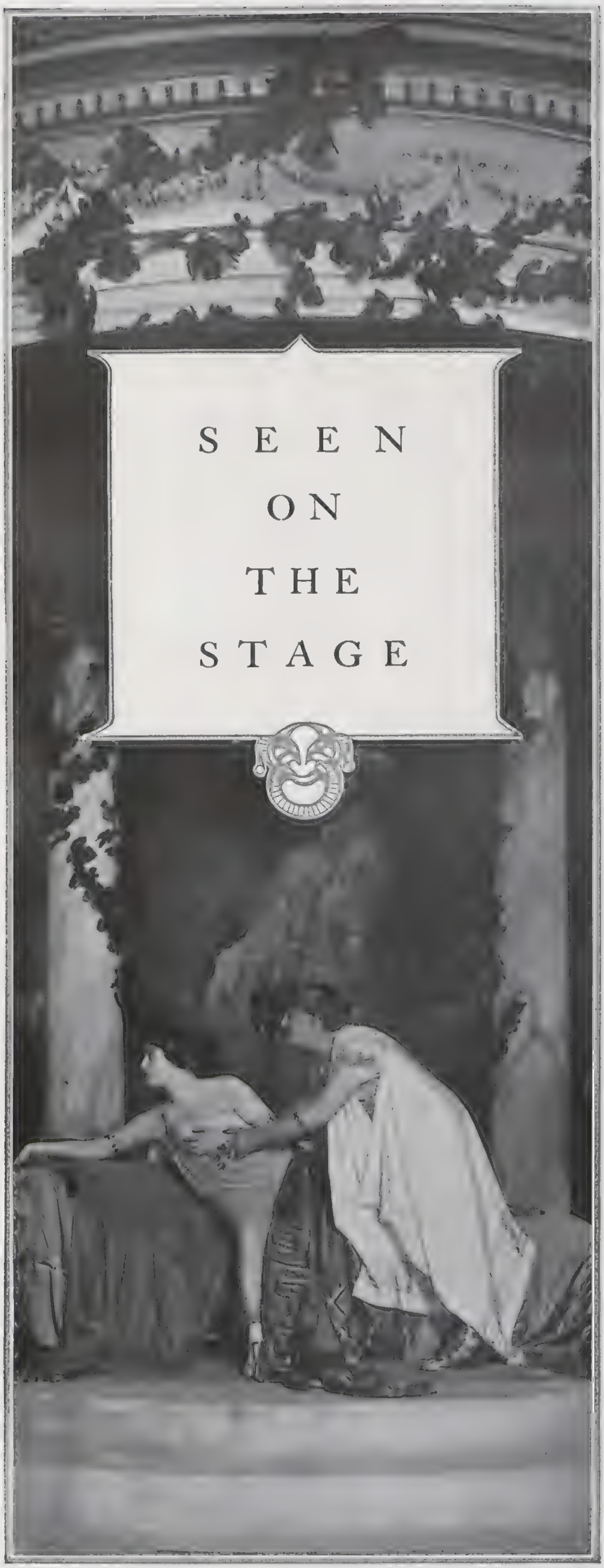
(*Continued on page 126*)



The new overlapping wing collar an absurdity and likely to be relegated to the "absurd" list by really well-dressed men



Silk waistcoat with braided edges, closely spaced buttons and decided points. A good example of the season's best mode



Scene from the 3rd act of "Thais" showing Constance Collier in the title rôle with Arthur Forrest as "Nicias"

"As a Man Thinks" A Work of Power—Thais, the Drama, Falls Short of the Opera — Catchy Airs in the French Musical Comedy "The Pink Lady"

"AS a Man Thinks" is a gripping, absorbing play of real worth, that is easily one of the best of the season. There will be many willing to declare it *the* best. Certainly Augustus Thomas never did anything more interesting nor better put together. "As a Man Thinks" is vital and convincing, and strong in the quality of interest. An argument in behalf of the Jew, few will fail to grant after seeing a performance at the Thirty-ninth Street Theatre, but that it forcibly serves to show Jew and Gentile Mr. Thomas's evident argument—that there are desirable Jews just as there are undesirable Gentiles. At all events, the author has provided something over which we may think, and he has done it in a manner that causes no offense to be taken. Best of all, the preachings seldom become tiresome, nor interfere with the enjoyment of the play and its presentation.

There is one false note, that occurs at the close of the third act. It comes after *Frank Clayton's* insinuation that he believes he may not be the father of his wife's child, and it touches a dramatic chord that jangles loudly out of tune. Apart from this incident, the movement is consistent and direct, the characters, with one exception, real, and the weaving of the story skilful. Though there are four acts, "As a Man Thinks" is compact. Additional cause for congratulation arises from the excellence of the company appearing, which is headed by John Mason. The strong act is the last. Here *Clayton* lies ill in his Fifth Avenue palace on Christmas Eve, his stubborn mind tortured by the belief that his wife has not been loyal, and determined to revenge himself upon the man he has befriended and who, *Clayton* thinks, has betrayed him.

The husband is not untainted, himself, but discovering his wife engaged in a foolish escapade with a former sweetheart (*Benjamin de Lota*), he jumps to a false conclusion and prepares to sue for divorce. The climax to a series of well-ordered events brings the broad, humanitarian Jew physician, *Dr. Seelig* (Mr. *Mason*) to the home of *Clayton,* who is the owner of numerous newspapers and magazines. He is the publisher's best friend—though the latter does not know it until the very last—but his arguments cannot shake the obstinacy that refuses to consider the welfare of the outraged wife and the seven-year-old *Dick.* It is the sound of his boy's voice, talking to him through the telephone, that finally brings reason to the enraged man's mind, and brings his consent to permit little *Dick* and his mother to start for the home in which they have not lived for weeks, that the lad's Christmas tree may be trimmed.

The reconciliation that quickly follows is not forced. It is the natural outcome of what would surely occur under similar circumstances in nine cases out of ten. Previous to this, *Dr. Seelig* proves to *Clayton* that *de Lota* was serving a year's term in a French prison eight years before, by bringing in the suspect and producing the latter's papers of discharge. In a flash *Clayton* realizes that *de Lota* had scarcely been released when *Dick* was born. What happens before this big act is wholly preliminary, though the episodes fit perfectly in developing toward the conclusion. In them several strong characterizations are offered of characters equally fine.

John Mason's *Dr. Seelig* was broadly conceived, admirable in its restraint and strong in the player's portrayal of the qualities essential for a vital interpretation of the man. Mr. Mason has never done anything as perfectly balanced, artistically, as this and his voice was as gratifyingly resonant as ever. Next to the star stood Miss Amelia Gardner, in the part of *Mrs. Seelig.* There was but little for her to do, but she did it with the touch of naturalness that made the rôle an actuality. John Flood was almost as convincing, in a similar way, as *Clayton,* while the *Benjamin de Lota* of Walter Hale measured close to the standards of his chief associates.

Miss Charlotte Ives, of whom most playgoers know nothing, looked pretty as *Vedah Seelig* and displayed genuine taste in playing a part that called principally for simple directness. Vincent Serrano, whose recent efforts have resulted unsatisfactorily, really made much of the sympathetic part of the sculptor, *Julian Burrill,* who won *Vedah Seelig* from *de Lota* and, though a Gentile, was willing enough to run away with and marry her rather than wait the year prescribed by the girl's parents. Such a character as *Judge Hoover, Clayton's* father-in-law, is too infrequently met with in every day lift to cause one to like him in drama, and William Sampson, who assumed the part, had his hands full before starting. The settings were in excellent taste and the stage management admirable. "As a Man Thinks" is a strong play. It makes one think, and thus realize that the humanitarian puts aside all prejudice.



Miss Hazel Dawn who takes prima donna honors as Claudine, the pink lady of the so-titled musical comedy

SLAP-STICK COMEDY

UNLESS all signs fail, "Jumping Jupiter," the work of Karl Hoschna and Richard Carle, will have a short life on Broadway. This hodge-podge musical slap-stick comedy made its appearance at the New York Theatre recently with Richard Carle as star—with nothing for him to do—and Miss Edna Wallace Hopper as the featured celebrity. The book is inane, the lyrics worthless and the music only of fair quality. Miss Hopper wears some stunning toilettes, permits herself to be tossed about by several of her amorous admirers, dances rather prettily and talks her songs as her share of the performance. One man who endeavored to supply the humor not forthcoming from Mr. Carle was so coarse that he disgusted most of those who regretted they were present on the opening night. The managers of this affair should exercise some of the judgment that caused them to select "Madame Sherry" as a possible success. 'Jumping Jupiter" and "The Happiest Night of His Life" are two rather serious errors to be charged against one managerial concern.

A NEW THAIS

IF there were a more interesting personality than Miss Constance Collier's to interpret the role of the courtesan in Paul Wilstach's version of "Thais," recently given in the Criterion Theatre for the first time here, the value of the play, as drama, would be enhanced. Likewise, improvement in the work of the players appearing in the two principal masculine parts—assumed by Tyrone Power and Arthur Forrest, would help the play. Then, unfortunately, we have had "Thais" as opera and as such it is not only intensely interesting, but a certain Mary Garden lends a charm that would carry the performance even if she had not the co-operation of a yet greater artist, Maurice Renaud. Miss Constance Collier is not a Mary Garden, and while Tyrone Power is one of the best players on the American stage, he does not show to advantage in this instance. Mr. Forrest, we further regret to state, is stagy and reads the lines of *Nicias* as though he were a teacher of elocution trying to impress a prospective student.

All this serves to start the dramatized version of Anatole France's romance with considerable of a handicap. Mr. Wilstach —following closely the trend of the opera in scene and action—has written an acceptable work in four acts that has a deal of literary merit in the prose and verse used. The management has spent a good sum of money for scenic investiture and the production is one pleasing to look upon. But in the performance comes the point of arrestment. Apart from the first principals, those in secondary rôles are evidently ill at ease and their endeavors to appear as pagans, hermits and others who figured in the life of *Thais* were sometimes ludicrous.

Miss Collier was a gasping *Thais* who talked with such vehemence that she could not take breath when making the same annoying sounds we are accustomed to hear from Miss Maude Adams, under similar conditions. She was a bold *Thais,* willing to display her charms boldly and with brazenness. Perhaps her interpretation of the part was correct, but if it was then Miss Garden's is seriously at fault. Mr. Power talked in rasping, shaky tones and fell far short of the artistic dramatic hights touched by M. Renaud. Considering that the effort was sincere it seems a pity that the achievement did not top a loftier mark. *Thais,* in dramatic form, is interesting. More adroitly portrayed, we may come to appreciate it to a more pronounced extent.

TUNEFUL LYRICS AND CATCHY AIRS

ANOTHER musical comedy importation recently given for the first time in New York at the New Amsterdam Theatre furnishes additional proof that most of the good material of this sort comes from abroad. "The Pink Lady"—the name of



A strong scene in "As a Man Thinks" showing John Mason as "Dr. Seelig" and Vincent Serrano as "Julian Burrill," the gentile lover of the Hebrew physician's daughter

Chrystal Hearne, who plays "Mrs. Clayton the suspected wife in "As a Man Thinks"

the newest affair of its kind in town—is based on a French farce called "Le Satyre" by Georges Berr and Marcel Guillemaud. The book and lyrics are by C. M. S. McLellan while the music was composed by Ivan Caryll. Judging from the attitude of the assemblage which welcomed "The Pink Lady" it should attain no small measure of popularity. The story is rather more pretentious than some musical comedy plots, and though there are some episodes that offend good taste, the majority will be inclined to overlook them because the music, neatly turned, is of superior and tuneful quality.

A newcomer in the person of Miss Hazel Dawn took the prima donna honors with the ease which marked her success in England, where she received most of her experience. Miss Dawn—who is an American girl—has a gracious manner, a pleasing soprano voice, plays the violin fairly well and is comely and of good figure. She was *Claudine,* the pink lady, who caused much of the trouble between her former friend and his fiancée. Then there were Miss Alice Dovey as the indignant *Angele,* William Elliott in the part of *Lucien Garidel,* Frank Lalor as *Philippe Dondidier,* an antique dealer innocently brought into the action by the unhappy selection of his name by the chap trying to set himself right with his sweetheart, and many others, including Craufurd Kent, Miss Alice Hegeman, Fred Wright, Jr., Miss Ida M. Adams and John E. Young.

A number of songs in "The Pink Lady" should be whistled on the streets, and, before long, be played to us by the venders of music obtained by turning a crank. The settings were artistically contrived and the costuming in taste to correspond. The performance moved with snap, and when it has settled down to the smoothness that will come with a reasonable number of presentations "The Pink Lady" will prepared to remain a goodly period.

A NEW SPECTACULAR SUCCESS

THE usual midwinter change of bill at the Hippodrome took place recently at the big Sixth Avenue playhouse where a spectacle called "Marching Through Georgia" was introduced for the first time with the success habitually following the efforts of those in charge of these productions. The new offering is a story of the South during old plantation times and concerns a wounded Confederate spy, his lovely sister and a Yankee soldier. As might be guessed, there is a deal of action of exciting nature that provides full chance for the utilization of the mechanical equipment of the Hippodrome, its principals and the many who figure in these huge spectacles.

The two features were the cotton picking scene—in which many negroes seemed to take much enjoyment in their work—and the building of a pontoon bridge over a stretch of water, made possible by the great Hippodrome tank. This last scene comes through the effort of the Confederate residents in a Southern district to escape, with their negroes, from the nearby United States army. There are numerous boats, loaded with men, rushing about the tank, horses galloping across the pontoon and a vast amount of Hippodrome hurrah immensely pleasing to its audiences.

The new circus feature brought for the first time here is the breath-taking performance of the Great Albas, who does all manner of difficult and clever things on a slack wire that are concluded when he slides, on his head, on the wire from the far and topmost corner of the stage to the footlights. It is a thrilling feat and was greeted with applause deserved for the daring skill necessary to successfully perform the journey. The older Hippodrome spectacles and specialties continue to interest to the same extent as formerly.

NEW THEATRE FOR THE NEW THEATRE

THERE is to be a new New Theatre next season. The founders of the enterprise, which has had its home for two years at 62d and 63d streets and Central Park West, admit that they erred in causing to be built a playhouse with so large an auditorium. Except for such productions as "The Blue Bird" it fails to serve the purpose for which it was intended. It is a pity, for some three millions of dollars have been spent to find how not to do, and we must now wait another approximate two years before any real evidence will be secured to determine how efficient the general working plan of this second New Theatre will be.

The new playhouse is to be built in 46th Street, just back of the Hotel Astor. It not only will have the advantage of being centrally located—which the first edifice was not—but it will be constructed on a smaller scale to suit the requirements of ordinary drama. Thus do we come to a turning point that may be the best thing in the life of an undertaking that deserves to succeed because of the fine spirit and financial generosity of the public spirited men who make it possible.

(*Continued on page* 118)



Estelle Richmond, who is "Paris," in the Folies Bergère



Lilian Graham, a charming creative dancer soon to make her début in America



Marthe Lenclud, a well-known poser from the Theatre Renaissance



Fornaroli, a première danseuse at the Metropolitan, recently seen in Paul Dukas's "Ariane et Barbe-Bleue"



Charles W. Clark, the American baritone now touring the country



Paula Gruppe, the young Dutch cellist who has finished his season in America and is now playing in London

CALENDAR

April 20. Eve. Banks Glee Club; H. R. Humphries, Conductor; Carnegie Hall.

April 22. Eve. New York Institute for Violin Playing, Mendelssohn Hall.

April 25. Aft. Song Recital by Miss Helen Waldo, Mendelssohn Hall.

M U S I C

Delightful Opera Bouffe Presented in "The Secret of Suzanne"—Riccardo Martin Fills Important Rôles

ANOTHER new opera—this time a short one—has been given to New York by the Philadelphia-Chicago Company. It is Ermanno Wolf-Ferrari's "The Secret of Suzanne," from the book of Enrico Golisciano, that brightened the seventh performance of the western organization here. This one-act opera will be welcome as often as there is opportunity to present it. Belonging to the real opera-bouffe class, "The Secret of Suzanne" is rather small for so large an auditorium as the Metropolitan. It is rather like an exquisitely done genre painting set in an over-large frame. In this case some of the delicate beauties of the music fail to convey their full message, though the work is convincingly impressive, despite this drawback.

There is melody in abundance to cheer those who are courageous enough to admit that they prefer this element in their opera. If the truth were told, the majority who hold for the leit-motif and the modernized use of the orchestra as Puccini, Strauss, Humperdinck and Reger use it, will like "The Secret of Suzanne." Its melody is fresh, sparkling, and not too teasingly reminiscent. Wolf-Ferrari—who exhibited exceptional musical talent in his cantata, "La Vita Vuova," presented for the first time in America in Carnegie Hall last season—avoids indirectness and heavy musical methods.

His score fits the book as neatly as a well-made glove the hand it is designed for, and performed as it was at the Metropolitan, there is little need of fault-finding. The story of "The Secret of Suzanne" concerns the passion which the *Countess Gil* has formed for cigarette smoking and the experiences she undergoes to keep a knowledge of her practice from her husband. She is aided in her mild dissipation by a dumb servant, and between them the husband is kept in the dark until, after one of the *Countess's* smoking periods, he detects the odor of tobacco upon her lips and demands to know the name of the other man she has kissed. There is a scene, and the *Count* departs to vent his anger in other ways than upon the furniture of his establishment. Returning unexpectedly, he discovers his wife with a lighted cigarette in her fingers, and everything being explained, he is delighted that he has not been informed before—for, if the *Countess* wishes, why should she not smoke?

The music of the principal duet, for husband and wife, is charmingly written, as is the love theme, first heard off the stage, supposedly played upon the piano by the *Countess*. In the instrumentation, the rhythmic construction and general fashioning of the music the composer has not followed set forms. He writes easily, with freedom and with spontaneity. Miss Carolina White, a lyric soprano, who was heard on this occasion for the first time in New York, has a voice of excellent quality that is sufficiently strong for dramatic rôles. She uses it well, sings with expressiveness and is attractive in appearance. Of the newcomers of the Philadelphia-Chicago Company she is far the most promising yet heard. M. Sammarco was the *Count*, and he sang with his usual vocal finish and acted with customary stiffness. M. Daddi played the servant. Cleofonte Campanini conducted with verve and kept his forces well together. Taken all in all, "The Secret of Suzanne" was well presented, and we trust it may be frequently forthcoming in future seasons, inasmuch as another presentation just now appears unlikely.

"QUO VADIS" AND "ARIANE ET BARBE-BLEUE" GIVEN AT THE METROPOLITAN

Jean Novgès' five-act opera, "Quo Vadis," was given for the first time in this country in Philadelphia by the western company on the evening of March 25th, and was brought before New Yorkers for an initial hearing on Tuesday night, April 4th. Mmes. Zeppili, Grenville, de Cisneros and Cavan, and MM. Dalmores, Renaud, Dufranne and Huberdeau were in the cast. A review of the première will appear in the next issue of Vogue. Shortly before this production the Metropolitan organization gave us Paul Dukas's "Ariane et Barbe-Bleue," which we have been looking forward to for some time, with Miss Farrar in the title rôle and MM. Rothier, Bourgeois, Begue and Ruysdael and Mmes. Maubourg, Wickham, Sparkes, Van Dyck and Wakefield and the première ballerina, Mlle. Fornaroli, in the cast. These two productions completed the list of new offerings of the operatic season, which will close without the première of Arthur Nevin's "Twilight," because it could not be prepared in time. In the last instance we have an example of the inaccuracy of work done by music copyists, for it is asserted that the singers and orchestra were unable to learn their respective parts because of the bungling of notes put down on paper.



Riccardo Martin, the well-known American tenor as Rodolfo in La Boheme

RICCARDO MARTIN MOST ACCEPTABLE IN HIS NEW RÔLES

It is fortunate for the Metropolitan Opera Company that so able a tenor as Riccardo Martin was available during the illness of Caruso. Of all the many singers to whom the management turned when the public's favorite could not appear, Martin was the one able to assume the more important rôles in a manner worthy of Metropolitan standards. In view of the fact that the path of an American opera singer of the Metropolitan is not easy, special credit should be given a tenor who has made his way solely on his merit and under a management not predisposed to native talent.

In "Aida," "Tosca," "I Pagliacci," "Faust" and "La Gioconda" Martin had every opportunity to display his singing and playing abilities. Purposely kept in the background during the early part of the season, he was eagerly sought out as soon as it became apparent that Caruso could not fill the engagements for which he had been cast. There are other capable tenors at the Metropolitan, but none, save Martin, able to sing Caruso's rôles in a manner acceptable to the public, which first asks for the great Italian tenor. As might be expected, Martin was thus heard under favorable conditions, and he revealed an equipment that has vastly improved since he sang at the Metropolitan a year ago.

His voice is freer, he sings with greater variety of expression, and in artistic finish this young man surprised many who did not know that he was capable of providing such consistently superior operatic impersonations as those given during the closing weeks of the season. Even those given to looking patronizingly upon American effort on the opera stage admitted that Martin is an artist of first rank who is destined to accomplish still greater things in his profession before he is much older.

THE ORATORIO "MISSA SOLEMNIS" GIVEN AT CARNEGIE HALL

Edouard Grell's "Missa Solemnis," first performed in this country in 1889, was given by the Oratorio Society for the sixth time in twenty-two years a few evenings ago in Carnegie Hall. The work is written for four quartets of solo voices and four four-part choruses that have no accompaniments. The music is polyphonic in character, and though of early origin, is a masterly bit of musical construction, best displayed, perhaps, in the "Christie Eleison," sung on this occasion with splendid vigor of tone, commendable unanimity and generally excellent finish, under the direction of Frank Damrosch. The soloists were Miss Laura Coombs, soprano; Mrs. Van der Veer Miller, contralto; Frederick Gunster, tenor, and George A. Fleming, basso, comprising the first quartet; the second, third and fourth quartets were composed of Mrs. Edith Chapman Goold, Mrs. Cara Sapin, William Wheeler, E. A. Jahn, Mrs. Grace Northrup, Miss Evelyn Fogg, John Young and William Worthington, and Miss Elizabeth Dodge, Miss Leila Robeson, C. R. Hargreaves and Overton Moyle.

TECLA'S ARTIFICIAL GEMS



Tecla Pearls and Genuine Diamonds

NEW YORK
398 Fifth Avenue

LONDON
7 Old Bond Street

TECLA

PARIS
10 Rue de la Paix

NICE
16 Avenue Masséna

No other Branches or Agents

Should we use Cosmetics?

WEBSTER gives the meaning of "cosmetic" as "any external application intended to beautify and improve the complexion." If one accepts the dictionary meaning of the word "cosmetics," the answer to the above question must undoubtedly be—**YES!**

If, however, one applies the description to some of the dubious concoctions palmed upon the public under high-sounding names (and frequently at correspondingly high prices), which, under analysis **have been proved to be** injurious to the skin, then the reply must emphatically be—**NO!**

The term "cosmetic" really comprehends every description of composition invented to preserve or heighten the beauty and lustre of the Complexion, to embellish the Skin, soften it, maintain its freshness and colour, and to prevent or arrest Wrinkles. Some writers have attempted to demonstrate the inefficacy of cosmetics, as well as their dangerous tendency; others have thought fit to proscribe them altogether. Without doubt, many of these compositions are not only useless, but, as has been already indicated, really dangerous. Others are beneficial, and produce none but good effects.

An able and experienced physician has recently said that "cosmestics, in order to possess the properties requisite for improving and beautifying the skin, should contain nothing irritating, and the substances which form their basis should be in a state of great purity, being perfectly antiseptic." The eminent lady skin specialist who invented the famous **"CYCLAX" REMEDIES,** has, from the first, emphasised the necessity for this ABSOLUTE PURITY, and no "Cyclax" preparation has ever been allowed to leave the laboratory at South Molton Street which has not first been subjected to the most exhaustive tests in order to ensure ABSOLUTE PURITY OF COMPOSITION; while, so far as daintiness, fragrance, and general effectiveness is concerned, *nothing less than the top-note in the scale of efficiency* can satisfy her.

As in Preparations—So in Methods

The presiding genius at the "Cyclax" Company's depot has consistently set her face against all operative measures. The "Cyclax" Company had the courage to issue

"A TIMELY WARNING"

to the public, strongly endorsing the remarks of Dr. Morgan Dockrell, the well-known Chesterfield Lecturer, who, in his opening address to the men and women students of St. John's Hospital, Leicester Square, recently called attention to the dangers which ladies run in submitting themselves to operations for the cure of facial defects at the hands of so-called "Beauty Doctors," who, in a large number of cases, are ignorant of anatomy and physiology.

The "Cyclax" Company felt that the time had come for them to make A PRONOUNCEMENT, in no uncertain terms, for the benefit of their Patrons and of the public generally. They therefore announced that there were **three things** which the "Cyclax" Company DOES NOT AND WILL NOT DO; namely (1). **Face Skinning** for the removal of Freckles or other superficial face blemishes; (2). **Hypodermic injections** of a paraffin preparation for filling up lines and hollows; (3). **Operations by cutting,** *i. e.*, attempting to remove wrinkles by cutting parts of the skin away, drawing the edges together, and sewing them with a surgical needle. The "Cyclax" Company's Expert explained where the dangers in these methods lay, and that the public has been duly grateful for the exposé of the *modus operandi* of unqualified "Beauty" Surgeons is proved by the numbers of letters which have reached them from all parts of the world thanking them for their public-spirited action. That it was altogether justified has been amply proved by the publication in the "Daily News" of June 30, 1910, of the following particulars from the Paris Correspondent of that paper:—

"DANGERS OF BEAUTY-CURE.

"Paris, Wednesday Night.

"For several years past beauty doctors have been using hy-"podermic injections of paraffin for filling up facial holes, "levelling unsightly protuberances, and even creating desir-"able ones. Drs. Thivierge and Weissenbach have now, "however, presented to the Society of Dermatology a young "woman of 26, whose example should cause the seekers after "beauty made-to-order to hesitate. A year ago an operator "corrected the shape of the young woman's nose, after which "he set to work to beautify her forehead and cheeks. The "result is that her face is now completely disfigured. Where "the injections were made it shows red swellings or lumps; "her nose is puffy, and her eyelids swollen. The general as-"pect shows Leontiases—that is, tuberculous elephantiases of "the face. Dr. Pautrier has been consulted by three other "victims, whose cases he describes as truly desperate and "beyond his aid."

That HONESTY IS THE BEST POLICY has been proved up to the hilt in the remarkable progress made **by the "CYCLAX" REMEDIES,** and that NOTHING SUCCEEDS LIKE SUCCESS is evidenced by the astonishing increase in the number of "Cyclax" patrons since the beginning of the season.

The "Cyclax" Treatment is successful because it is **Scientific, Intelligent, and Natural.** The "Cyclax" Remedies cleanse and purify the pores of the Skin, excite them to healthy action, and so develop the muscular tissue by nutritive means that flaccidity, depressions, and lines are rendered absolutely impossible. The "Cyclax" Treatment, therefore, makes the contour of the face **Perfect in Form, Firm in Character, and Permanently Beautiful.** It removes pimples, acne, blackheads, blotches, and undue redness of the Skin, restoring the soft, velvety, peach-like bloom WHICH IS THE HALL MARK OF A PERFECT COMPLEXION.

A New Departure

THE celebrated Lady Skin Specialist to whom the public owes the discoveries which led to the invention of the "Cyclax" Remedies, and who may now be consulted at the "Cyclax" Depot on each Tuesday and Thursday—provided appointments are made beforehand—has, in response to a widespread desire, arranged for a staff of lady experts, personally trained by herself, to perform Facial Treatments under her supervision. A Department has also now been established to give advice by letter to those ladies who cannot come to London. These communications are treated in the strictest confidence, and their contents never divulged.

Following is a brief, and necessarily incomplete, List of some of the Marvellous "Cyclax" Remedies for the Skin:—

"Cyclax" Skin Food. This unique Preparation possesses marvellous properties. The skin absorbs it as a plant will absorb water; it feeds the tissues, and plumps them up; it cleanses the pores of all impurities, and it whitens the skin, while it builds up the flesh so that lines and wrinkles disappear, hollows cease to exist, and unnatural depressions regain their proper form. Price, 4/- or 7/6.

"Cyclax" Salusta Lotion. This is quite a new and original Lotion, specially designed as a sedative and cooling agent, and it also acts as a perfect protection against the extremes of heat and cold. It will keep the skin in perfect health, and can be used in the daytime. It is most soothing, and gives the skin a most beautiful surface. Price, 4/6 or 8/6.

"Cyclax" Complexion Milk. This Preparation renders the skin most beautifully smooth, it eradicates lines, and closes up open pores. It prevents the muscles and skin from becoming relaxed, and forms a very important element in the "Cyclax" Treatment, inasmuch as it assists in producing that wonderful whiteness of the skin which can only be attained by its employment. Price 4/- or 7/6.

Braceine. This is the Lotion which supplies the stimulating element in the "Cyclax" Treatment. As its name implies, it braces up the skin and muscles so effectively that, after the use of only one bottle, patients have been known to look years younger than before its use. It keeps the skin in perfect health, stimulates the action, strengthens the tissues, and makes the face beautifully firm and of a youthful appearance. Price 4/- or 7/6.

"Cyclax" Special Lotion. This Lotion is one of the keynotes of the "Cyclax" Treatment. It absolutely removes acne, eczema, roughness, redness, blackheads, and all acidity of and in the skin. It renders every pore free from all impurities, and the skin becomes beautifully transparent and of a most delicate whiteness. It can be confidently asserted that the results obtained by the use of this splendid Lotion are perfectly astounding. Price 5/6 or 10/6.

"Cyclax" Transforming Lotion. This Lotion imparts to the skin a beautiful transparent whiteness. It is a protective agent against all changes of temperature and the effects of exposure of all kinds. It prevents the dust from settling into the pores, and it imparts a perfect surface and appearance, and it also renders the skin soft and firm. Price 3/6 or 6/6.

Write for the Valuable Book entitled "THE CULTIVATION AND PRESERVATION OF NATURAL BEAUTY," which will be sent Free to Readers of this Paper

The "Cyclax" Company

58, South Molton St., London, W.

LONDON INTERESTS

The Separate Courts in Edinburgh and Dublin Expected to Relieve the London Congestion—Sufficient Consolation for Débutantes Deprived of Presentation Last Year

As the programme of the great year of coronation unfolds, the fact becomes clear that it is to be one of extreme brilliance. Great satisfaction has greeted the announcement that the King and Queen will hold courts in Edinburgh and Dublin, and presumably those subjects who are connected with Scotland and Ireland will await the happy occasion of appearing in their native capitals.

Thus, in a measure, the courts held in Buckingham Palace next month and later will be relieved of congestion. An amazing number of débutantes are awaiting presentation because of the lack of courts last year, excepting the February ones, and there are whole processions of brides who are to be presented on their marriage.

To mention only a few, there are Lady Decies, who, as Miss Vivien Gould, was married only a few weeks ago; Lady Maidstone, formerly Miss Drexel; Miss Mildred Carter, now Lady Acheson; Mrs. Montague Eliot, who was Miss Helen Post, a girlhood friend of the Crown Princess of Sweden and Princess Patricia of Connaught; Lady Worsley, who was Miss Vivian; Lady Lovat, née Miss Lister; Lady Violet Charteris, the Duke of Rutland's daughter; Mrs. Edgar Brassey, concerning whose Venetian wedding dress people still talk; Mrs. Neil Guthrie, who, as Miss Vera Gordon, was married on the last day of February; Lady Hood, whose wedding took place the same day in the Archbishop's Palace at Lambeth, and was a Primrose affair in honor of her Christian name; Lady Fielding, another last-day-of-February bride, who then entered the Denbigh family, her husband being Lord Denbigh's son and heir; and Lady Gort, who was Miss Vereker.

THE DÉBUTANTES' PRELIMINARY SEASON

As a preliminary to the season proper, the débutantes have been enjoying an unusually gay time, and have been having a real little season all to themselves, inaugurated by sympathetic relatives who have felt for "the children" so long kept waiting for their good time, owing to the sad circumstances of last year.

Lord and Lady Radnor's dance in honor of their daughter, Lady Jeane Pleydell-Bouverie, was a very pleasant affair, and Mrs. William Koch's great ball in Belgrave Square was a huge success. The ballroom and supper room were beautifully decorated with white lilacs and pink carnations. Each of the round tables at which supper was served had a large basket of fruits in the center; the handles were tied up with huge bunches of violets.

The coming of age of Lady Victoria Cavendish-Bentinck was celebrated at Welbeck by a magnificent ball, given by the Duke and Duchess of Portland. Lady Altamont's ball in Upper Belgrave Street was another most enjoyable affair and was given in honor of the hostess's second daughter, Lady Moya Browne. Lady Wolverton was a hostess the other night in honor of Lady Honor Ward, her niece and the débutante daughter of Lord and Lady Dudley. Then there was Cora, Lady Stafford's ball, given for her niece, Lady Joan Byng; indeed the children have had a happy time this spring.

But every function of the year, so far given, has paled before the Gargantuan feast provided for the christening of Lord and Lady FitzWilliam's baby son and heir, which took thousands of people to Wentworth Woodhouse, Yorkshire.

MANY JOANS AMONG THE SEASON'S DÉBUTANTES

An amazing number of girls with the Christian name Joan are amongst the débutantes of to-day. Seventeen or eighteen years ago Joan must have been a name highly in favor amongst young mothers. Every name has its day, and there have been Dorothy years and Marjorie years, but now the Joans are ubiquitous!

A NEW NOTE IN HOUSE DECORATION

Lord and Lady Granard are entertaining largely at Forbes House, and their dinner parties, given in the newly decorated dining room, with its white paneled walls and deep crimson brocade hangings, are famous. The King of Portugal has recently been their guest. It is noticeable that much more color is introduced in house furnishings this season, and that black wall-papers with brilliantly colored flowers thickly strewn upon them, are well liked. Whilst retaining the essentials of the simple life, to wit, the open air our ancestors so hugely feared, and the epicure tastes which make quality instead of quantity an essential of our ménus, we are allowing a little more luxury to creep into our surroundings.

SMART DINNER TABLES SET IN RUSTIC MANNER

But still there are signs of similarity between the magnificence of the seats of the mighty and the ways of the humble cottagers, for on the smartest dinner tables are placed platters of mixed fruit, the said platters made in the semblance of foliage, of filigree metal tinted to resemble vine leaves. And again, another favorite rustic decoration for the luncheon table is the wheelbarrow of porcelain, filled with fruit, bonbons and crystallized rose and violet petals.

A game of general post has been taking place lately in letting and subletting houses, and for the numerous young couples who have just been married abodes have been secured in the very center of the world of society. There is quite a colony of newly wedded couples in Mayfair and Belgravia. Lord and Lady Acheson are in Chesham Street; Mr. and Mrs. Neil Guthrie are at 8 Upper Grosvenor Street, bought for them by Mr. and Mrs. John Gordon, Mrs. Neil Guthrie's parents; Captain Edgar Brassey and his bride are domiciled at 52 South Audley Street, and Mr. and Mrs. Montagu Eliot are in Wyndham Place.

ENGLISH SOCIETY WOMEN WHO PLAN THEIR OWN HOUSE DECORATIONS

The women of to-day leave nothing to chance. Not even the decorative schemes of their dwelling houses are abandoned to the stereotyped plans of the professional. They prefer to evolve their own designs and see that they are carried out; the result of which is a marvelous originality, no two houses being alike. When one enters a domicile that appears from the outside to be just like any other London abode, it gives one a delightful thrill to find oneself in a Venetian palace or a century-old mansion of the Georgian period.

It must have been Lady Drogheda's example that set the fashion for using black in house furnishing, for it enters largely into the very successful scheme of her house in Wilton Crescent. It is chiefly in the dining room that the ebon note is discovered, and certainly the black wall hangings make a splendid background for the gold Venetian mirrors and magnificent furniture *en suite* and the gold curtains of the room.

Lady Drogheda's drawing-room scheme is of gray walls and deep purple brocaded upholstery for the chairs and sofas, upon which are placed soft silver-gray cushions. Gray chiffon curtains veil the windows under purple brocade draperies. The parquet floor is covered with huge bear-skins.

Mrs. Hwfa Williams' house in Ovington Square is decorated in a brighter tone. The walls of the hall and the reception rooms that lead out of it suggest the green of sea waves, and the furniture is of an ancient Chinese design, with black satin



The Honorable Mrs. Cecil Bingham, formerly Mrs. Chauncey. The Hon. Mrs. Bingham is an American and the sister of Lady Newborough. General Bingham is the second son of the Earl of Lucan



The baby Baroness Clifton as she appeared at the time of King Edward's coronation



Master Walter Campbell, one of King George's little pages

upholstery and cushion covers of Chinese embroideries.

Tulip-shaped lanterns on ebony stands add their quota of novelty and beauty to the programme, and the electric light is gratefully subdued by the vellum-colored glass of the tulip lanterns.

Mrs. W. B. Leeds, in the house she is renting in Grosvenor Street from Mr. George Keppel, will have a magnificent abode suited in every way for extensive entertaining. It was at Biarritz that Mrs. Leeds first made the acquaintance of the late King Edward.

Mr. Arthur and Lady Winifred Renshaw have let their house in Portman Square to Mrs. John Jacob Astor, who entertained the Duke and Duchess of Connaught at dinner recently. Lady Winifred Renshaw gave a ball early in the year in Mrs. Adair's house in Curzon Street, which they occupied while Mrs. Adair was wintering in California.

Mr. Wilfrid Ashley's house in Bruton Street has been let to Mr. and Mrs. Harold Baring until the end of July. Mr. Ashley's bereavement in the death of his wife, Sir Ernest Cassel's daughter, was a very sad event of February.

JUNE TO BE CROWDED WITH EVENTS INDEPENDENT OF THE CORONATION

June is absolutely crowded with fixtures, apart from the coronation and the rest of the functions in which royalty will play a part, and people who are determined to do everything and go everywhere will surely be hard pressed to accomplish that end. Mrs. George Cornwallis West is busy arranging the Shakespeare ball, which promises to be a very brilliant occasion, and one which will recall the famous ball given in the coronation year of King Edward at Devonshire House by the Duke and Duchess of Devonshire. Everybody who attends the ball must go as a character from a play of Shakespeare, and people have either been telling one another their choice in costumes, so that it may be known how many favorite ones are already bespoken, or are keeping their selection a profound secret, to ensure grand surprises when the evening comes.

THE KING'S POLO MATCH

Another fixture — this time a July one — is the polo match for the "King's Coronation Cup," in which the King is showing special interest. Polo is a game in which the younger generation of society women is greatly interested, especially the Anglo-American colony. The Duchess of Roxburghe, the Duchess of Marlborough, Lady Alastair Innes-Ker, Mrs. J. J. Astor, Lady Tweeddale and Lady Dalmeny are frequently to be seen at Hurlingham and Ranelagh.

CHILDREN AT THE CORONATION

The coronation of King George and Queen Mary will, it is expected, be graced by a considerable number of children, invited specially by their Majesties to witness the historic event. The little ones will include some juvenile peeresses and peers in their own right, among whom are Baroness Beaumont and Baroness Clifton. Lady Beaumont will scarcely care to be classed with the babies of the community, however, for she is rising seventeen and is quite able to remember the coronation of King Edward. She enjoys a barony of great age, which lapsed upon the death of her father and was called out of abeyance by letters patent granted by Queen Victoria in favor of the child, whose heir presumptive at present is her sister.



Photograph by Lafayette Charles

Mrs. William Bateman Leeds, a beautiful American, who has leased Mr. George Keppel's house for the season

The little Baroness Clifton is only eleven. When King Edward was crowned she was a baby of about two and a half, but her mother had the regulation robes, kirtle and coronet made for her and the little one was photographed in them, though she did not attend the crowning of her sovereign.

It is a seeming contradiction that though the girl peeresses in their own right wear the robes of their degree, the boy peers do not. This is because until they have taken their seats in the House of Lords, at their coming of age, they have no right to wear the robes, and, instead, are habited in black velvet suits, silk stockings and black velvet Glengarry caps, like the rest of the boys who attend the coronation.

Lady Hampden's daughter, the Hon. Joan Brand, and the children of Lord and Lady Nunburnholme, the Hon. Monica and the Hon. John Wilson, are of suitable age to appear at the coronation.

THE KING'S PAGES

The King's pages will all be present. They are the Hon. Edward George Tyrwhitt Knollys, only son of Lord Knollys; Master Anthony Edward Lowther, son of the Hon. Lancelot and Mrs. Lowther and nephew of the Earl of Lonsdale; Master Walter Henry Edward Campbell, son of Captain Sir Walter Campbell, and Master Victor Alexander Charles Harbord, son of Colonel the Hon. Charles Harbord, C. B.

There are a certain number of functions upon which the four young courtiers appear together; one of them is the opening of parliament, another is a state ball, and a third a royal investiture. Their duties are, however, of the lightest possible kind and of a decorative nature. As a rule the boys take duties in pairs in alternate months; they live at home and go to school like other boys, only being called away from their studies when they are actually required at court.

HOTEL BOOKINGS

From the London hotels come reports of excellent prospects for the coronation. At the Carlton the bookings include vast numbers of old customers, among them a large percentage of Americans, and Claridge's also reports a full supply of guests. It has been estimated that one hundred and fifty thousand Americans will arrive in London for the great event, and that their coming will be mainly between Easter and Whitsuntide. How to get home again is the

problem they will have to consider, unless they wish to remain until the lusty winds of autumn blow them across the Atlantic.

THE SMART SHOPS OF LONDON

ONE of the most interesting developments of the *"jupon culotte" is* the gaiter *culotte.* At an exclusive establishment, where an "at home" was held recently to a crowd of representative folk, this caused quite a sensation. On the score of practicability, this gaiter fitting *culotte* is far and away the best, indeed the only possible outdoor expression of the idea. And it was delightfully rendered, at this house of exclusive inspirations, in navy blue satin cachemire.

CHARLOTTE CORDAY MODEL IN FINELY STRIPED SILK

Here, too, will be found the most fascinating Charlotte Corday frocks. One that especially endeared itself is of an old-world silk, a soft canary yellow, finely striped in grouped lines shading from a quite dark blue to a Saxe shade. The skirt is a little full, and is caught in at intervals a short distance below the knees to the hem, by box-plait ruches of the silk, between which there are wide spaces left quite flat. A bewitching touch is given by the fichu, a draped affair of white mousseline de soie, hemmed with a deep frill of filmy Malines lace, the folds crossing in front, and finishing at the back in long sash ends. Nor is this model exempt from the persistent buckle, a device daintily worked in sampler beads.

BLACK AND WHITE GOWN RELIEVED BY EMPIRE GREEN AND VIEUX ROSE TOUCHES

An afternoon toilette emphasizing the penchant for black and white—which many insist will carry all before it this summer, a prophecy, however, that must be accepted with reservation—brings forward yet another quality of crêpe de chine, the skirt cut out in sharp vandykes over a hem of Empire green, a further daring relief occurring in some clever touches of vieux rose.

BLACK CHARMEUSE SPARKLING WITH ANTHRACITE BEADS AND DIAMANTÉ

An indescribably elegant evening gown, one of those clever individual designs that never seem to be dated, is carried out in black ninon, over ivory satin, the former enhanced by an exquisite embroidery of anthracite beads, bugles and *diamanté.* The flashes of blue, and even a sombre red, that occur in this particular quality of anthracite bead are most arresting, while the depths are thrown into greater relief by the high lights of the mock diamonds. The train to this gown is of black charmeuse, while it is impossible in a word picture to do justice to the corsage, which is of that severe genre, so distinctive.

SIMPLICITY THE KEYNOTE OF CHILDREN'S SMART FROCKS

Where the dressing of children is concerned, we English concede the palm to none. We have very pronounced and unassailable ideas on the subject, and are especially insistent on simplicity. It is not for a moment to be supposed that we desire to dictate to other nations and communities, but it has been made very clear to us of late years that American mothers are very much of our way of thinking on several points, especially as to the unrivaled charm of dressing tiny children in smocks, the girls in frocks and boys in tunics, the latter supplemented by little breeches.

Now, many there are who essay this class of work, but for all-round general excellence and value there is one firm that stands easily first. Among other seasonable fancies they are advancing a fine hair cord muslin smocked in white or colors, Saxe, scarlet, mauve or a pretty cinnamon tint. In fine quality zephyr, also, the smock is immensely useful and pretty and the stock maintained is so exhaustive, any order, or number of orders, can be executed at once.

SOFT SILK WRAP FOR STEAMER WEAR

Another specialized feature, inaugurated largely through the influence of American visitors over here, is the simple, dainty wrap for bedroom or steamer wear. These are chiefly composed of soft silk or satin, as lightness is an essential, while they are invariably arranged to close, if desired, right up to the throat. Prominent among the new season's models is a purple satin, also the sweetest gray wash silk, white silk lined, ornamented about the shoulders by a great "Marin" collar.

FEATHERWEIGHT PETTICOATS OF SILK AND NINON

Positively irresistible are the featherweight petticoats, comprising a soft milanese top, and kilted flounce of ninon. These *jupons* can be drawn through the fingers of one hand, and are most persuasive in black and white check, or striped ninon, veiling a plain black, white or self-colored kilted ninon under frill. A vivid green, for example, is strikingly effective, although its presence is only revealed intermittently. And to wear with these dainty *jupons,* milanese culottes are provided, a special make exclusive to this house, and which is free of several hitherto glaring defects.



Photograph by Lallie Charles

Viscountess Maidstone (née Drexel) who is to be presented at court this season

EVENING SHOES IN THE LATEST STYLES

Although somewhat of a side issue in this famed establishment, the firm have acquired a reputation second to none for evening shoes, they have always the latest and best styles, and are in a position to execute special orders with the utmost expedition. All of which is worth making a "mem" of by those contemplating a visit to London during the next few months.

To me there are some very pleasing features in this style which so many find objectionable.

SHARP REVIVAL OF RAVELLED RUCHES IN CHANGEABLE TAFFETA

A significant repetition of these at one shop leaves no possible shadow of doubt as to their ultimate acceptance. On one evening frock—a theme for an artist's brush—of purple ninon over church window blue, two of these ravelled out ruches defined an *entredeux* of painted mousseline in delicate blurred colorings, while on a quaint Charlotte Corday mantlette of shot lavender silk, narrow ruches were distinctively impressive. This accompanied the quaintest frock of printed China silk, the design a tiny floral device enclosed in a square.

PICTURE MODEL OF BLUE SATIN WITH ODD GOLD PLAQUE TRIMMING AND PERSIAN EMBROIDERY

While displaying all styles, it is manifest that the presiding genius here leans to the simple silhouette, and has culled ideas and inspirations from all sources. Notably *chic* are some black gowns variously expressed in Indian cashmere, satin, *météore,* etc., relieved by Persian embroideries. The styles are mostly Directoire, with the high unsuppressed waist. A veritable picture gown is of Morland blue satin météore, the skirt, save just in center front, laid in broad flat pleats, and apparently held in subjection, at a high waistline, by a ceinture of black velvet, that terminates either side the front beneath dull gold square plaques, the finest cream embroidered lawn, in a severe square design, being used for the little under sleeve and chemisette.

A SURVEY OF LONDON MODES

(*Continued from page 72*)

There is quite a *penchant* for these touches of vivid scarlet this spring, a novel fabric for the purpose being "tussore serge," which has all the appearance of a thick cheviot, but is in reality as soft and light as mousseline taffeta.

Another version of the contrasting coat and skirt displays the former effected in a check and striped material, the skirt in a plain color. Or again, the alliance will be a petticoat of stripe, tunic of plain, and coat again of stripe ornamented with great revers of the self shade. The diversities of this theme are simply endless.

As to the skirts, battlemented and vandyke effects, frequently thrown up into high relief on a deep hem of black satin or velvet, attract the eye favorably. There are, too, tentative indications of short tabbed basques, which with the return of the deep cape collar, fashioned of handkerchief lawn, stitched round the edge with rather heavy Vandyke lace—an adjunct to be found on many of the advance afternoon and *fête* gowns—all cause one to anticipate the probably near revival of the pretty Stuart fashions.

EVENING TOILETTES SUMPTUOUS WITH GOLD AND SILVER LACE

I hoped to have been able in this issue to give some information anent court gowns. But the commands for the first court are not issued yet and ladies fight shy of placing orders unless they are sure their names will be on the first list. As a matter of fact, the second court principally affects the majority of those privileged to attend, the first being chiefly composed of diplomatic folk, and the dresses for that initial event never being conspicuously enlightening. Certain dependable deductions, however, may be drawn as to what will be worn from the evening models, which are of the most sumptuous character, the general trend of the skirts being to finish with an attenuated train, either square or pointed. Many of the new trains are detached from the gowns, hanging in loose panels.

Adjectives fail me to adequately extol the embroideries. Scarcely two are alike, and all are beautiful. It is said that some of the most striking are the result of research in old church-window colorings, the strange and vivid blues, reds, dull golds, etc., being faithfully reproduced in kaleidoscopic disarray. A great feature is made of immensely long tassels, these sometimes hung from a barbaric plaque ornamenting the corsage, or again from the waist, while the *capuchon,* either real or simulated, is almost invariably weighted by one of these decorative details.

Although the pure kimono type of evening corsage is unquestionably in the front rank of favor, there is gradually creeping to the fore a full lace sleeve that is likely to prove a serious rival. This is a short elbow-length *manche,* slightly gathered into the armhole, and then allowed to fall in perfectly free, natural draperies.

Brocades are well established, an especially lovely variety, known as *"lame,"* having a golden thread interwoven throughout, while another is of medieval red, with a small brocade design in gold. *"Lame,"* in a parchment tint, is quite lovely, enhanced by draperies of some vivid-colored ninon such as church-window blue purple, or that once-more-revived cold Empire green. It is a little difficult to say where the fascination of this green comes in, but fascination there is, without doubt, and we are bound to see a great deal of it during the coming summer.

CLASSIC TUNICS OF GOLD AND SILVER LACE

A historical retrospect fails to discover a time when so much gold and silver lace has been employed in the costume and its accessories. Short classic tunics of gold lace are essentially among the styles to play a part in the evening *galerie.* These usually have short back and front panels, cut in one with little bibs on the bodices.

Note.—Vogue will be glad to be of service to readers desiring to purchase any of the articles mentioned in the London Shops article. Through their London shoppers Vogue will procure these articles at the prices quoted with the addition of necessary duty.



Hengrave Hall is surrounded by formal gardens



The dining room retains its original oak paneling

HENGRAVE HALL *and* ITS MISTRESS

One of England's Beautiful Old Homes at Bury St. Edmunds—The Present Châtelaine and Her Work of Restoration

ONE of the most interesting places in England is Hengrave Hall, the beautiful home of the Hon. Mrs. Wood. As the sister of Lord Bateman and a great friend of his pretty American wife, Mrs. Wood is one of the leading lights in her own set. Her friends number many prominent Americans who have accepted her hospitalities both at Hengrave and in town, this pleasing hostess being wonderfully popular with many of the younger generation of married women, both American and English.

Round about her home near Bury St. Edmunds her name is a household word among the poor. Each family seems to be under her special care, and her presence in the cottages is a source of real delight to the poor women whom she helps in a hundred practical ways. She has an unusually cheery disposition, and good-nature is written all over her motherly face. Her life is planned on methodical lines, and though she devotes days to looking after her husband's dependents, she still has time to attend to the needs of her own home, and no better ordered house is to be found in England than Hengrave, with its staff of immaculate, well-trained servants, its well-kept rules and spic and span appearance, both inside and out of doors. It has been her chief interest, since her husband acquired Hengrave and the surrounding property, to bring back to all its pristine glory the beautiful mansion which had been so neglected.

Many of the fine rooms were in a sad state of dilapidation, and Mrs. Wood, before she undertook the work of reconstruction, went carefully into the old plans which were found in the house and made a thorough study of the work. Each point to be restored was the all-absorbing interest of the moment, and each room has been renovated so cleverly as to give no hint whatever of recent restoration.

The house is now a replica of what it was in the days when built for the first owner, Sir Thomas Kytson. The old moat has been filled in, and the drawbridge, which had so fallen into decay that it was no longer either useful or, as a memento of olden days, ornamental, has been removed.

Mrs. Wood's taste is unique, and her knowledge of how things should be carried out so as to combine modern comfort with old-world beauty is unusual when it is remembered that the study of art was one of her later interests. When it was found necessary for comfort and hygiene to add another wing to the house, it was she who planned and carried out the designs, and the servants' quarters are as old-world in appearance as the ancient hall and galleries which form so beautiful a part of the original building.



The Hon. Mrs. Wood and her son Edmund

A favorite room, and one with which Mrs. Wood has taken infinite care, is the dining-room. The severity of the decorations appeals to her strongly, and the old oak panels which cover the walls from ceiling to floor, although of very ancient date, are still in a state of perfect preservation. The heavy oak furniture is in perfect keeping, and the long sideboard is a wonderful piece of workmanship. It is here that Mrs. Wood has given some of her most brilliant parties, men of moment having met together at her dinner table to discuss with their clever hostess matters of importance relating to the interests of the State.

One of the rooms of which Mrs. Wood is justly proud is known as Queen Elizabeth's room, it having once been occupied by that Queen, and save for the removal of the old furniture, some of which is used elsewhere and well preserved, it remains intact. The walls of oak have no pictures other than the one painting of Queen Bess herself, which is let into the oak panels over the fireplace, and represents the royal lady in Court attire, with her wide white ruffle forming a background to a flattering portrait. The old dogs to be seen in the open fireplace are of ancient date, and, in spite of the modern billiard table and green silk shaded lamps, the room has a very old-world appearance, and is frequently used on wet afternoons as a rendezvous at tea time.

In the great oak hall, where, when the house is full, everyone assembles after breakfast to discuss the plans for the day, the modern is again carefully blended with the ancient. The renovation of this room—for it is in reality a huge apartment, luxuriously furnished—was one of the most difficult tasks Mrs. Wood set herself when she began the work of renovation. The building up of the ceiling was a work of art and carried on entirely under her personal supervision, while the only recent addition is the organ, which is played by the châtelaine of Hengrave in her leisure.



One of the cosiest rooms at Hengrave Hall is the library



The great oak hall contains a splendid organ and is luxuriously furnished

London. Paris.

Maison Cosway

(Under Royal Patronage.) Ltd.

The latest, original, and exclusive Parisian models at HALF THE COST OF OTHER HOUSES.

Our clientele embraces some of the best dressed members of the highest class of English aristocracy, and some of the leading actresses at present appearing on the stage.

Our large staff of skilled French work-women enables us to execute orders at extremely short notice.

16, Albemarle Street,

London, W.

All Her Life

As the distance widens in a woman's life between the lighter days of her girlhood and the dawn of her matronage, it is natural that she should look to the preservation of that subtle charm of beauty which was her birthright as a girl.



"Madame Helena Rubinstein."

Nature is a ruthless robber, and Life, with its complexity of difficulties, combines with the passing of years to leave wrinkles where once were dimples, and a sallow hardness where once bloomed the dainty pink and white softness of a healthy girl's complexion.

Some years ago a woman had no alternative. As old age advanced, so faded her natural charms, but to-day * * *

In London to-day there is one woman who has enthusiastically devoted her life to the scientific care and preservation of the complexion. Her name is Helena Rubinstein, of the Maison de Beauté Valaze, 24 Grafton Street, Mayfair, and her preparations are known all over the world as the Valaze Complexion Specialties. They do what they are intended to do for the complexion better than anything else in the world can do it, and one has yet to meet the woman who tried them without prejudice and remained dissatisfied with them.

Titled ladies, the immediate associates of Royalty, the leading English, French and American actresses (whose enchantment nightly holds, thrills, or diverts us across the footlights), the beautiful *mondaines* of our age, and all those who feel the imperative suggestions of Nature to gain and keep good looks, flock to Madame Rubinstein's establishment—to be impressed with her skill, to wonder at the systematic and scientific character of her methods, to marvel at the results she achieves in this, her serious work of Beauty Cultivation, and to revisit her until such time as her work is accomplished.

It is therefore only a matter of sagacity to test a treatment that thousands of women have found so beneficial and so good.

Madame Rubinstein is prepared to advise any woman personally and free of charge on matters concerning the care of the complexion. No detail is too small for her careful attention, and no amount of trouble too great. Her work is her form of enthusiasm. Her life's enthusiasm is her work. To this is due her enormous success. Her life's experience and knowledge are at your disposal for the mere asking. Then why not write to her while your attention is fixed on the subject?

If you wish to know more of her methods before entering into details you are invited to write for her book, "Beauty in the Making." It will be sent free on application. It contains a full and detailed account of Madame Rubinstein's specialties for home treatment, and of the unique and exclusive methods of complexion treatment employed by her at the world-famous Maison de Beauté Valaze.

You are probably going to London for the Coronation season; it would be wise to book an appointment with Madame Rubinstein

Experts in
Ladies' Lingerie,
Table Linen, Bed Linen,
Handkerchiefs
Etc., Etc.

Telephone Nos. 950 951 GERRARD

THE IRISH LINEN STORES
112
New Bond St., W
(BROOK STREET CORNER)

Telegrams and Cables "MOUCHOIR" LONDON

LARGEST STOCKS OF
LADIES' LINGERIE
HANDKERCHIEFS
IRISH LACES TABLE LINEN
AND BED LINEN &c.

Exceptional advantages to those visiting London.

ESTIMATES FOR TROUSSEAUX &c. ON REQUEST

GOODS SHIPPED TO DESTINATION DUTIES DISCHARGED

THE IRISH LINEN STORES
112, New Bond St. W. & 71, Knightsbridge S.W.
ONLY LONDON ADDRESSES



The three-piece gown is a favorite model in London



¶ Most Beautiful and Sumptuous Hotel and Restaurant in Paris. ¶ Occupying the Finest Site in Europe on the Champs Elysée, midway between L'Arc de Triomphe and Place de la Concorde. ¶ The recognized Rendezvous of English and American visitors. ¶ English-speaking staff throughout. ¶ Five o'clock Tea in the Grand Hall is the most Fashionable Afternoon Function in Paris. ¶ Renowned Orchestra. ---Manager: Rudolf Ronacher.

Every well-informed visitor to Paris stays at the Elysée Palace Hotel

TARIFF BOOKLET *and* FULL INFORMATION FREE *from* "TOWN *and* COUNTRY" 389 Fifth Avenue NEW YORK

A SURVEY *of* LONDON MODES

All British Shopping Week—Couturiers Skirmishing With the So-Called Harem Styles —Interesting Color and Fabric Alliances

By MRS. JACK MAY

THE general impression, that grows in volume every week, is that our metropolis is strung up to the execution of amazing modistic and millinery deeds during the coming three months. Opinions are extraordinarily varied as to the value of the All-British Shopping Week, which will have come and passed ere these words appear in print. The prospect bristles with difficulties, and because the spirit of the enterprise is fine, we shall doubtless shut our eyes to many inevitable inconsistencies in connection with textile productions, laces, embroideries and the like. But where, in my very humble opinion, the most valuable mark will be made, will be in the bringing to the front the many exceedingly talented designers we have in our midst, who are born and bred English women and men. Their excellent work in creating artistic and smart modes is now, we feel, in the way of being appreciated.

Only the amazingly few are aware what a number of so-called Paris models are devised and executed within the environs of the West End of London; ignorant prejudice on the part of the ultimate purchasers provoking the justifiable prevarication. Unless, however, I am woefully out of my reckoning, this misapprehension will be considerably dispelled during the All-British Shopping Week.

Neither English nor American women, in any way socially prominent, are likely to be tempted by obvious Parisian freaks; nor, for that matter, will it concern the *haute monde* in France. Such women have far too much respect for their personal appearance. Although the fact is generally admitted, that we English, together with you Americans, are much more susceptible to the criticism of our menkind than are the French.

(*Continued on page 72*)



No. 1. No. 2. No. 3.

Debenham & Freebody.

Wigmore Street (Cavendish Square), London, W., England.

Famous for over a Century for Taste for Quality for Value

Comfort in Shopping.

Nowhere in the World have greater pains been taken to study the comfort of customers. They can lunch and have tea in the quiet and elegant Restaurant, read the papers, use the telephone, meet their friends in the large Club Room, connected with which are luxuriously appointed Dressing Rooms. Visitors to London will find these arrangements a great boon.

New-Spring Tailor-Mades

Coat and Skirt (*as sketch No. 1*) in good quality Navy Coating Serge, trimmed with black satin and silk braids. **$33.25**

Coat and Skirt (*as sketch No. 2*) in fine Coating Serge, with trimmings of braid and buttons. In Black and Navy. **$25.75**

Coat and Skirt (*as sketch No. 3*) in best quality Navy and Black Suiting. An exact copy of a Paris Model. **$38.50**

KENNETH DURWARD

AWARDED GRAND PRIX AND GOLD MEDAL FRANCO-BRITISH EXHIBITION 1908. GOLD MEDAL AND DIPLOMA OF HONOUR AT PARIS, ROME, NAPLES AND VIENNA EXHIBITIONS 1910, AND GRAND PRIX BRUSSELS EXHIBITION 1910.

THE PREMIER HOUSE *for* TRAVELLING GOLFING AND SPORTING GARMENTS



RAIN and RACE COATS

READY FOR IMMEDIATE WEAR OR TO ORDER

From 3 Guineas

COUNTRY and SPORTING SUITS

From 5 Guineas

Write for my ILLUSTRATED CATALOGUE with Patterns and Self-Measurement Forms, Post Free on Application



THE "DUNBAR" COAT AND SKIRT
Especially Designed for Country and Sporting Wear

UNRIVALLED SELECTION *of* ***CHEVIOTS, HOMESPUNS, BLANKET-CLOTHS, FLEECES, &c.*** IN CHARMING COLOURS UNOBTAINABLE ELSEWHERE

CUSTOMERS ordering from AMERICA can rely upon receiving Perfect Fit and Every Satisfaction by Carefully Filling Up My Easy Self-Measurement Forms



THE "AINTREE" CONDUIT COAT
A real smart Coat, unrivalled for Sporting, Racing and Country Wear, in Cheviots, &c., of unique designs unobtainable elsewhere.

The D. B. "AINTREE" MOTOR AND TRAVELLING COAT
The most useful and comfortable Coat yet designed for Travelling, Motoring and Steamer wear. Made in Blanket Cloths, Cheviots, &c., with Detachable Leather or Fleece Lining.

ULSTER HOUSE, CONDUIT STREET, LONDON, W., ENGLAND

Dickins & Jones

have specialized in Ladies' Dress for more than 100 years; to-day their name is regarded all over the world as synonymous with the latest, most exclusive and refined Fashion.





"CORUNNA."

Exclusive Tailor-made Suit in Navy or Cream Summer Coating, Revers and Cuffs in Striped French Cotton Corduroy finished with Black Satin and Valenciennes Lace.

Price $37·80

No. 682. **Novel Net Tunic,** handsomely embroidered with colored Beads on Black Net. Cerise, Emerald, China Blue or Black on Black and White Net with Dull Gold or Iridescent Beads.

Our own exclusive Model. Ready for wear.

Price $22·68

DICKINS & JONES

Ltd.

Established in 1863.

226 to 244, Regent Street, London, England.



A SURVEY *of* LONDON MODES

(*Continued from page 70*)

A COOL RECEPTION FOR FASHION ECCENTRICITIES

We do not propose to perpetuate, for example, the style ironically entitled *Le Ventre.* The high waist Josephine type of frock is charming to a degree when worn by the right figure, but it takes a very different complexion when the figure below this so-called "waist line" is deliberately thickened, the couturiers responsible for this vogue delighting in the number of inches they can make the waists attain. Well! we shall not have anything to do with that absurdity, nor yet with the *jupe culotte.* A few extremists are essaying the trouser dresses, and practically all the exclusive as well as our larger emporiums are showing what they are pleased to term harem models.

As a matter of fact, the majority of these, destined for street wear, bear no sort of resemblance to the native harem trouser dress, and merely comprise a straight hobble skirt, more severely hobbled by being either stitched up a short distance from the hem in the centre, or with the back and front of the skirt caught together in the centre, and seamed horizontally, thus forming an aperture at either side for the feet to pass through.

In evening modes it is amusing to note the tentativeness of the treatment, the presence of the divided under dress being invariably concealed by a tunic, and visible only when the wearer moves. However, to be quite fair and impartial, many of these evening dresses, viewed from a picturesque standpoint, are quite effective.

One that attracted a considerable amount of comment, at a recent big show, was carried out in fuchsia shades, the trousers of crimson satin being of the full regulation harem description, the tunic of amethyst mauve ninon, crossed with long points in the front, having a single long point falling at the back, and stitched around all the edges a small *boule* fringe. The coloring was surpassingly beautiful, and as I viewed the model I had a premonition that its ultimate expression would be a soft-falling rather full skirt of the satin (this transformation of the trousers being the natural development), with the graceful tunic left intact.

A VISION OF RETURNING STUART STYLES

It is clearly evident, however, now that the modes are crystallizing into shape, that the license governing what to wear will be a very free one. It is something indeed to know that we shall not be called upon to adjust our personality and individual traits to one given fashion, but shall be permitted to make selection. While there are, on the one hand, simple little *ingenue* frocks, chiefly based on Directoire lines, there are, on the other, the graceful and generously proportioned Charlotte Corday gowns, with dainty draped fichus and the new long paletot, Directoire again, since the fronts take the movement of a bolero, the back falling perfectly straight with a swallow-tail effect, almost to the hem of the skirt.

This particular form of paletot promises to be a favorite expression for the fine navy suiting, trimmed with flat lines of plain black silk military braid, a coat completing the ubiquitous all-in-one frock or three-piece costume, the better known title. A representative example of this style is shown in the sketch.

Seldom has the perennial black-and-white check been put to more effective use than is the case this season, the material in which it finds expression being mostly of soft, light character, with a silken surface. Checks are also procurable in such combinations as navy blue and gray, brown and ivory, the color note being invariably picked up in some form of kimono corsage.

These little bodices are in reality very tricky and full of detail, but they are handled with such consummate skill, they invariably leave the impression of something quite simple and achieved without any effort. The bolero in the sketch is of plain cloth ornamented, as is also the skirt, with little pattes of scarlet cloth.

(*Continued on page 67.*)



The broad, down-curving lines of the English girl's picture hat with its wreath trimming is an effective canopy for the coiffure of side puffs.

Just as Easy and Far Better

As easy to mail your order to London, England, as to write or to call at a local store. Far better to buy the finest Irish Linens with a century's reputation than goods with no real guarantee of lasting quality.

You pay no profit on the Customs Duty

Your goods are sent to our agents in New York, who deliver them to you. You thus pay the bare minimum of Duty and freightage payable in the ordinary way on imported goods sold by retail American stores.

We deliver at your home

and save you all bother and trouble. You simply send your order and one inclusive payment. The goods are delivered freight, duty and all charges prepaid.

We are glad to answer all enquiries and to send fully illustrated catalogs on request.

ESTABLISHED IN THE REIGN OF GEORGE III

PURVEYORS BY APPOINTMENT TO H. M. GEORGE V

"There is nothing in America to touch your 'HEIRLOOM' Linen—it is superb."

¶ Such was the opinion expressed by a leading American Hostess recently when visiting 188, Regent Street, London (England), for the first time. The fact that each year brings larger numbers of Americans to see and to buy Wilsons' "HEIRLOOM" Linens is at once testimony to its value and evidence of American Ladies' discriminating appreciation of quality.

¶ Famous when George III was king and foremost ever since, Wilsons' "HEIRLOOM" Damask Table Linens are unique alike in woven excellence and artistic merit. Alone of all the Linen Stores in Europe and America Wilsons offer over sixty exclusive designs, many of them by England's most distinguished designers—such as Walter Crane, Lewis Day, R. Anning Bell, etc., etc. These superb designs are woven by hand from pure flax and bleached by sun and rain into Cloths of unsurpassed beauty of texture. Yet the prices, instead of being prohibitively expensive, are well within the range of reasonable expenditure and represent value such as is rarely obtainable and never exceeded.

'WOVEN WORTH'

¶ The personal attention of the Management is given to all orders received by mail. Americans ordering direct will get goods, the like of which are not procurable in America, with no more trouble and no greater expense (probably less) than if the goods were bought on the spot. We invite your enquiries.

JOHN WILSONS' SUCCRS LIMTD

188, REGENT STREET, LONDON, W., ENGLAND



JAPAN, the land of beautiful flowers, has no more exquisite blossom than the Japanese Honeysuckle. All its simple sweetness is preserved in

Lazell's

Japanese Honeysuckle Group

It includes a charming Perfume of excellent lasting qualities, a Toilet Water as refreshing as it is fragrant, and both Cold and Greaseless Creams of inimitable soothing softness.

Most dealers carry Lazell's Preparations. If yours does not, send us his name and address, and we will supply you through him.

Lazell PERFUMER
LAZELL, DALLEY & CO'Y
Established 1839 NEW YORK

SPRING STYLES

Established Over 30 Years



Hand Made

Our styles for spring have the touch of real shoe smartness that pleases critical women.

Distinctive and distinguishable are the graceful new shapes designed and created especially to harmonize with the new Grecian gowns.

Exclusive styles in footwear for men and women.

Frank Brothers

THE FIFTH AVENUE BOOT SHOP

224 Fifth Avenue (Between 26th and 27th Sts.) New York

Before Cleaning



After Cleaning

Copyright 1910, by H. O. Ambrookian & Co.

¶ There is only one way to clean a valuable rug, and that is by our ORIENTAL METHOD of cleaning by hand. We are the most expert

RUG RENOVATORS

in the country. The fact that the most valuable rugs are sent to us for *CLEANING AND RENOVATING*, testifies to our exceptional ability.

¶ We remove stains, weave in worn spots and stretch wrinkled rugs to their original shape. Until you see the wonders we can work with your old, soiled, worn rugs, you can never appreciate our work.

RUGS BOUGHT, SOLD, EXCHANGED.

¶ Out-of-town orders will receive our prompt attention.

¶ Unquestionable References Furnished.

H. O. AMBROOKIAN & CO.
Telephone, Columbus, 8269
309 COLUMBUS AVENUE
NEW YORK CITY
Summer Branch, Bar Harbor, Maine

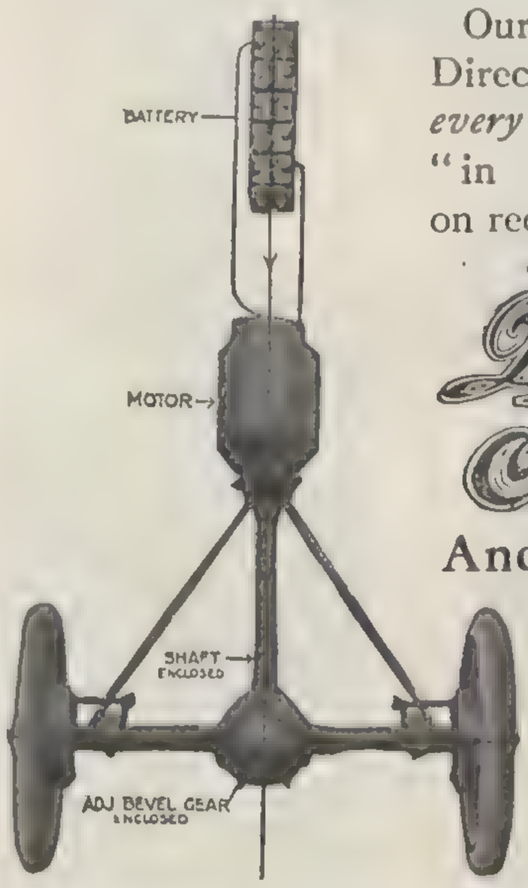


And Spring will bring you a *double* delight with your Detroit Electric.

Longer outing hours—more places to go—more pleasure in going.

The Detroit Electric fits into *all* days—*all* programs. The Queen of Town and Suburban cars—handsome, roomy.

Exquisitely cushioned, finished and appointed. A woman can drive it safely anywhere.



Our Special "Chainless" Direct Shaft Drive utilizes *every ounce* of power; runs "in a whisper." Book on request.

THE Detroit ELECTRIC Chainless

Anderson Electric Car Company

Dept 3, DETROIT, MICH.

BRANCHES: New York, Chicago, Kansas City, Buffalo, Cleveland

Selling Representatives in all leading cities.

THE MOST TALKED OF FIRM IN LONDON

Ernest.

COATS & SKIRTS
RECEPTION AND EVENING DRESSES.
MILLINERY

185 to 189 Regent Street, London, England.

50 ENGRAVED CARDS OF YOUR NAMES $1.25
COPPER PLATE, IN CORRECT SCRIPT

The quality must please you or your money refunded

SAMPLE CARDS or WEDDING INVITATIONS UPON REQUEST

SOCIAL STATIONERS **HOSKINS** 926 Chestnut Street PHILA.

Wedding Invitations, Announcements, Visiting Cards and Stamped Stationery. Correct Styles from an Elegant Shop at Moderate Prices. Samples upon request. Our New Book Social Etiquette $1.00—free with every order.

Lycett, 317 N. Charles St., Baltimore, Md.

A QUIET HOME

for aged people, invalids and convalescents may be found at

SENECA VIEW FARM

beautifully situated at Seneca Lake, Lakemont, N. Y. Purest mountain air, excellent table. Nervous patients are assured perfect rest and quiet. Every facility for handling chronic cases. 10 miles North of Watkins Glen.

Full particulars and references given on request.

G. C. SHULTS, Proprietor,
LAKEMONT NEW YORK

LONG SANG TI CHINESE CURIO COMPANY

293 Fifth Ave., bet. 30th and 31st Sts., New York

Their booklet "V" illustrating the history of Oriental Art and Stones to be worn for good luck on different days, now ready.

In the WESTERN SHOPS

[This department is conducted for the convenience of those who live far from the Eastern cities. For addresses, as to where the articles mentioned are purchasable, apply to Vogue's Western office, 917 People's Gas Building, Chicago. A stamped and addressed envelope should be inclosed.]

AMONG the toilet accessories that help to give cachet to a smartly dressed woman nothing is of more importance than the parasol, and of late years there has come to be a fashion in parasols just as in frocks and hats. Many odd shapes are seen this season, the three pictured at the bottom of this page, bearing testimony to this fact. The middle one, the pagoda shape, is of silk in plain colors. The shape, rather startling at first, proves becoming and effective. Price, $10.

The parasol shown in one of the sketches is specially designed to give ample protection from the sun's rays, care being taken not to make it too weighty or cumbersome. It is therefore larger on the sides than in the back or front. It is made in navy blue with a deep fringe of black silk, and in white with white fringe. Price, $15.

DAINTY PARASOLS TO GO WITH TUB FROCKS

Pongee is a very satisfactory material for parasols, as it cleans easily and looks well with simple tub frocks. A very attractive model of this fabric is fashioned of two squares laid one on the other, so that the effect of a star is given. This with a handle in bogwood is $6. For seashore wear or on the shell roads of the south, a lining of green under pongee provides a most grateful shelter. This is really a small sized umbrella, with a long, smart handle. Price, $5.

A dainty accompaniment to a lingerie gown is the sunshade of fine white muslin, with an inset band of lace edged with tucks. This is lined with china silk in the loveliest shade of pink (blue and white also). Price, $8.50.

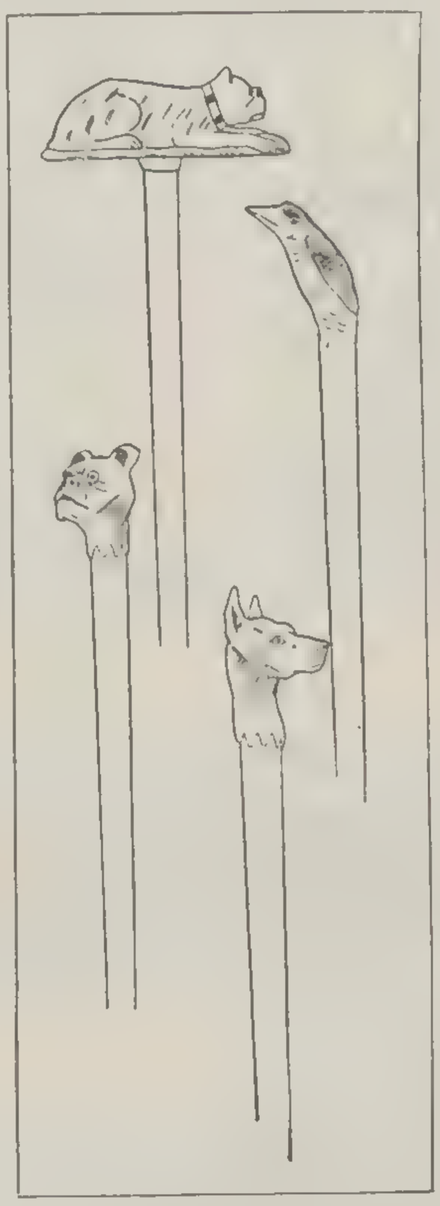
Pompadour silk makes a delightful spot of color against the dead white of summer gowns, and the reasonable price asked for sunshades of this delicately flowered material is $2.95.

At this price also is a dainty combination of muslin over a silk lining. The muslin is one of the new dotted designs with a wide border of pink roses, the border being used with good effect as trimming. This range of sunshades at $2.95 is an unusually good one, the materials being good, and the bogwood handles of the correct length prescribed by fashion.

THE SMALL MOTOR PARASOLS

Much of the enjoyment of a motor trip in an open car depends upon the protection from wind and dust, and for this purpose the quaint little carriage parasols of our grandmothers' day have been revived. These cost from $1.50 up in black silk with an old fashioned pinked frill, and at $5 there is one especially made for motoring. It is of pongee, lined sensibly with dark green silk. The "stick" is of wood, and is strong enough to withstand the breeze incidental to fast running. It is jointed at the top, so that one may use it with ease at any angle.

The other sketch shows a sunshade which suggests half mourning. Shaped like a Chinese umbrella, the twenty-four ribs hold the lace (imitation Chantilly, in a design of roses) over the white silk background in a way that is distinctly new. This one is $10.



Parasol handles of wood cleverly carved

TAILOR MADE PARASOLS

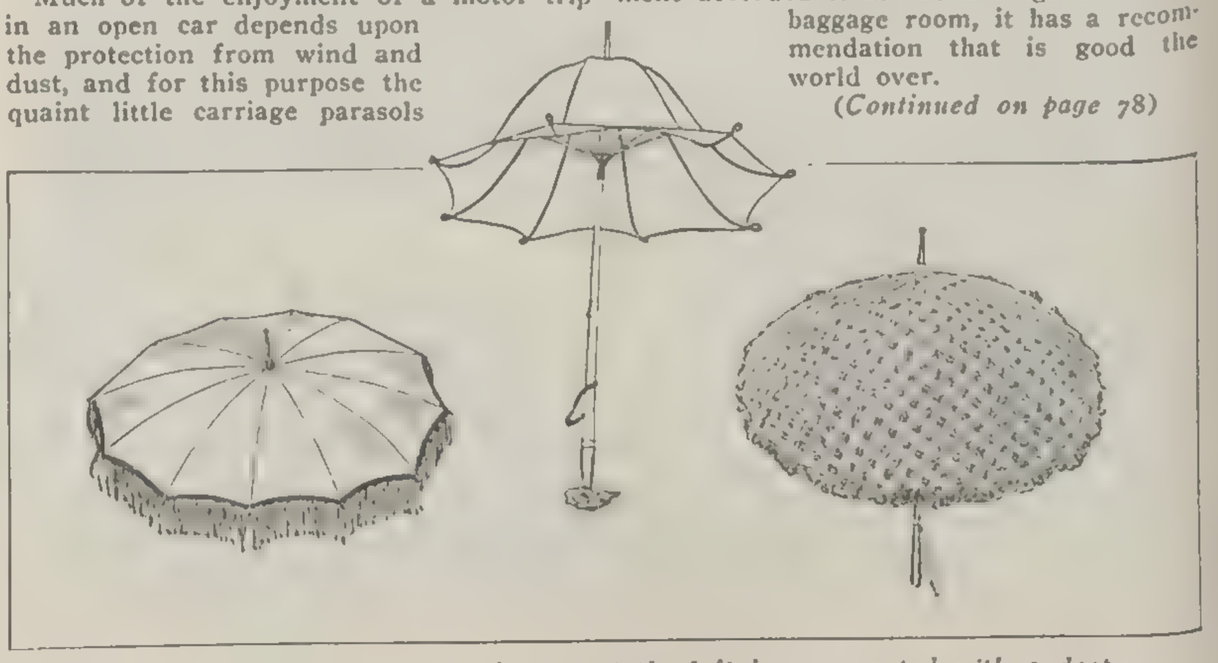
At $7.50 are some very smart "tailor made" (if I may be allowed the term) sunshades of black and white silk in alternate stripes. These stripes are an inch wide, the outer stripe of black being wide enough to give the effect of a band border.

Odd handles are characteristic of the new sunshades. Illustrated are some of wood cleverly carved, which are used with some recent importations. The shades are of silk in plain colors, and in shades matching or striking a contrasting note to any gown. The price varies with the amount of work in carving, $7.50 being asked for the bird, $10 for each of the dog heads, and $12 for the dog resting. This one surmounts a stick of hazelwood. Each has a wide loop of silk cord which may be slipped over the wrist in walking.

THE STRONG TRUNK—NEW HAT BOX

With the English coronation festivities in view there is every prospect of an early exodus to Europe, and already trunks and packing are being arranged for, and the question of suitable trunks is a live one. Gone are the days when one might depart light heartedly for "the other side" with one trunk, trusting to buying in Paris the necessary boxes for the home-bringing of our purchases. The dreaded customs inspection has spoiled all that, and with it has come an enforced appreciation of the trunks made here, designed specially for convenience, and with a careful consideration of the requirements of American travel. For if a trunk will stand the treatment accorded it in the average American baggage room, it has a recommendation that is good the world over.

(Continued on page 78)



Three of the new parasols; the one at the left is ornamented with a deep fringe, that in the middle is of pagoda shape and that at the right is intended for half mourning

Pneu Form





The Pneumatic Dress Form

Reproduces Your *Exact* Figure

You can literally see yourself as others see you.



YOU may sit at ease in an armchair or recline luxuriously on a couch and direct the fitting and draping of your gowns if you possess a Pneumatic Dress Form. If social or household duties interfere with visits to the *modiste*, send your Pneumatic Dress Form to represent you, select the material, determine the style and have the making directed by letter or telephone.

TO reproduce *exactly* every individual peculiarity of your figure, all you need to do is to have a muslin lining fitted (directly over your corset and without your skirts) down over hips, so as to obtain their exact shape.

SOLD ONLY AT BELOW ADDRESS

NOT SOLD IN STORES

INSERT the deflated Pneumatic Form inside this lining and inflate until solid. Then adjust to proper skirt length, and put your petticoat on to give the correct flare to gown below hips. Your double now stands before you and your costume may be finished down to the smallest detail without the "trying on" process. You can literally "see yourself as others see you."



PNEU FORM COMPANY,

557 Fifth Avenue, New York

(Near 46th Street) Telephone 7620 Bryant

The well-gowned woman of to-day, deeply as she appreciates beauty of coloring and material, has no use for either if the gown does not fit and give her lines which show every good point of her figure. *"Pneu Form"* is for the lady who prizes that subtle elegance which results only from garments that fit her figure and help mark her individuality.

Send for booklet C-40, "What to Wear and How to Make It," containing full information regarding "Pneu Form," and order blanks.



Exclusive Footwear

For Spring and Summer Use

Fashion's latest decrees shown in fascinating varieties, typical to the needs and requirements of discriminating Women.



Style No. 6465

The annoyance of stinting one's fancy or accepting undesirable substitutes may be eliminated by our perfect system of shopping by post.

Two Attractive Novelties

Satin Pumps in Black, Golden Brown and Taupe Gray. Also shown in Black Velvet. Style No. 6465 ..... **$6.00**

White Buckskin Button Boots—We have a smart, exclusive model that will be very popular this Spring—high-cut and unusually attractive. Same model also shown in black. Style No. 952..... **$10.00**

Write for illustrated Booklet. Goods sent on approval to responsible persons giving suitable identification.

Thayer, McNeil & Hodgkins

47 Temple Place BOSTON 15 West Street



"Niagara Maid"

SILK GLOVES

are the standard of perfection, containing all the up-to-date features, and in addition the *NIAGARA PROCESS*, which greatly increases the wearing life of the fine silk fabric.

They are made of absolutely pure silk in the most fashionable colorings; they come both long and short, plain and embroidered, and the entire glove, as well as the guaranteed finger tips, will give perfect satisfaction.

The success of the *NIAGARA MAID* Silk Glove has been so great that we are now making *NIAGARA MAID* Silk Underwear, a combination of snug-fitting elegance with remarkable service. *NIAGARA* Glove Silk Hosiery and Scarfs are made of the same high-class material in a great variety of colors. Your retailer will be glad to show them to you. If he cannot, write us and we will tell you where you can secure *NIAGARA MAID* Silk Products in your community.

NIAGARA SILK MILLS, Dept. V, North Tonawanda, N. Y.
New York San Francisco Chicago



Tan moiré bag veiled in gold mesh with gold cordelière



Cordelière bag of dull crêpe leather



Brocade bag with trimmings of antique gold lace

The CORDELIÈRE *the* MODE *in* BAGS

Lovely Effects in Gobelin Tapestry—The Veiled "Strand Bag"—Good Style for Mourning

THIS season witnesses radical changes in bags. Exquisite creations in rich fabrics are taking the place of conventional gold and silver mesh bags. This does not necessarily imply that the latter are entirely passé, though they are suffering a partial eclipse, but a change is welcome.

THE CORDELIÈRE TAKES PRECEDENCE AMONG BAGS

In place of these mesh bags, therefore, Parisiennes are carrying gorgeous ones of brocades and other rich materials lavishly trimmed with metallic garnitures. Americans are adopting the fashion and most artistic creations are being produced to meet the demands. These bags are elegant enough to be carried with any gown, however handsome. Aside from their decorative features one is impressed by the combination of size and lightness. In this particular they are in distinct contrast with mesh bags where size means weight. A point decidedly in favor of the fabric bag is their comparative inexpensiveness. It is delightful to find such artistic creations at such reasonable figures.

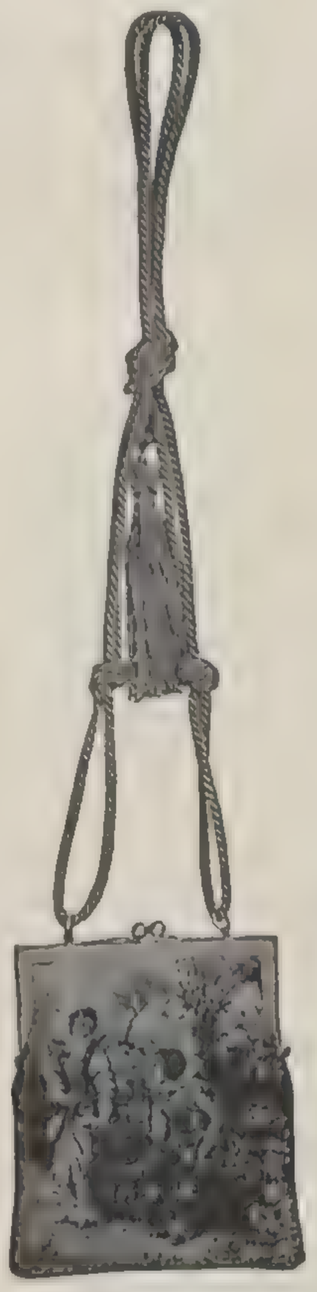
These new bags are in cordelière style with graceful cords and tassels. The most approved way to carry these accessories is to throw the long cord handles over the shoulder allowing the bag to fall under the arm.

"STRAND BAGS" OF MOIRÉ VEILED IN GOLD MESH

The most striking bags of the present moment are the veiled or "Strand bags" of silk moiré covered with antique gold lace of an octagonal mesh. This idea of covering the moiré with lace is suggestive of the fashion for veiling fabrics, which has now reached even to bags. While they are suitable with calling or reception gowns, they are not so over-elaborate that they may not be carried consistently when shopping. A single bag that will meet both requirements is a boon to the well-groomed woman who must consider expenses carefully.

The "Strand" bag pictured is of tan moiré veiled with gold net in antique finish. It is ten inches wide and eight inches deep, lined with a delicate shade of silk, and has an inner pocket. The entire bag is outlined with fancy guimpe of antique gold, with braided gold cords with tassels, which form the handles. Such a bag, made in various colors, costs seven dollars and fifty cents ($7.50).

Sometimes moiré bags are made without the veiled motif. Instead of the net overlay they have designs traced on them in the antique gold braid resulting in handsome and novel effects. Such bags come as low as four dollars and a half. This style is, of course, rather smaller than the moiré bag shown. From this price they range up to ten dollars. The workmanship and materials are identical whether the price be much or little.



Gobelin tapestry bag

A DAINTY AFFAIR OF DUBARRY ROSE AND GOLD LACE

The fabric bag illustrated is one of the most elegant models of the season. It is very flat. Thin model bags like thin model watches are *de rigeur*. The bag is also one of the new large styles, measuring eleven by nine inches. It is of richest brocade profusely interwoven with gold threads. The color is the French pink called rose-du-Barry. While this is the prevailing hue other tones in exquisite harmony are woven into the brocade. Bags of this kind come in other colors also, such as delicate blue, green, etc., with dainty gold lace in antique finish used to outline the contour of the bag. The braided cordelière handles with their fluffy tassels and the button or frog fastening are in the same tone of gold. The ensemble is most artistic and delights the eye. Eight dollars and fifty cents is the price.

A modification of this bag comes with a frame, which, however, is covered with a deep flap. When this is opened, an inner bag is disclosed as well as an inside pocket. This style holds much more and is also fitted with a change purse. Such a bag, measuring twelve by eight inches, costs only a little more—nine dollars.

BAGS OF GOBELIN TAPESTRY

These are decided innovations and the fabrics used all come from Paris, the home of the famous Gobelin works. They are woven expressly for this purpose in patterns to fit the bags. The effects of old textures are simulated and the same brilliant hues are employed. Miniature scenes in country life, and quaint lads and lassies in rustic surroundings, are reproduced. The work is so dainty that one is reminded of

(*Continued on page 78.*)

This is the refrigerator used on dining, buffet and refrigerator cars of all our great railroads.

Bohn Syphon Refrigerators are used by great shippers and provision handlers for two reasons: their perfect preservation of all food, and tremendous economy of ice and care. The Bohn Syphon System, illustrated here, enables you to keep milk, meat, butter, vegetables and fruit *in the same provision chamber without the slightest contamination.*



Delivered on 10 Days' Trial

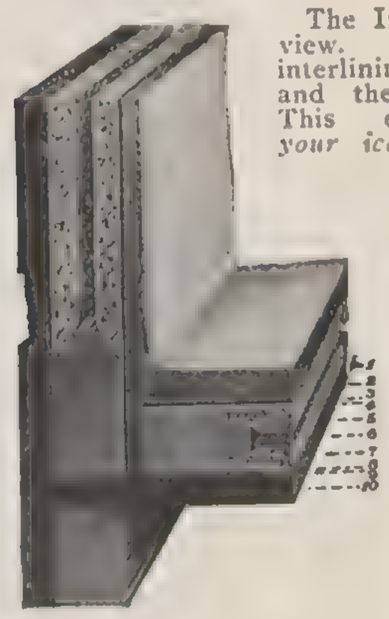
Bohn Syphon Refrigerators are built in all required styles and sizes for homes, apartments, hotels, clubs and restaurants. Where we have no regular dealers we ship on approval, for Ten Days' Trial. Freight paid both ways if not as represented.

We also manufacture the popular Minnesota Refrigerator. Write for both Minnesota and Bohn Syphon Catalogs and Terms.

BOHN SYPHON REFRIGERATOR

For Cleanliness—Health and Economy

THE perfect air circulation established by the Bohn Syphon System guarantees positive dryness, the passing off through the drain pipe of all odors and an average low temperature that makes your ice last longer—your food keep better—than in any other refrigerator. Drain and trap are perfect, easily removed—quickly cleaned.



The Insulation is shown in the cross-section view. Note the ten different linings and interlinings to keep the heat and moisture out and the interior absolutely cold and dry. This exceptional construction minimizes *your ice bills.*

The lining of Genuine White Porcelain Enamel—not paint—has neither seam nor corner for dirt to lodge in. It is non-porous, *strictly sanitary* and does not discolor, crack or peel off like so-called enamel which is merely enamel paint.



Prices Range from $19.00 upward

White Enamel Refrigerator Company

Main Office and Works, St. Paul, Minn.

New York Office and Salesroom - - 59 West Forty-Second Street
Chicago Office and Salesroom, Steger Bldg., Jackson Blvd. and Wabash Ave.

YOUR MONOGRAM



on handsome china

lends a touch of individuality and refinement to be had in no other way.

As direct importers we are able to offer unusual values in fine chinaware, which when monogrammed, invariably appeals to women of discriminating taste.

Your own ideas for decorative treatment and design will be carried out by our artists.

5 o'clock Tea or Luncheon sets—56 pieces, coin gold border and Monogram, very artistic, from $32.50.

Your correspondence is invited, or, better still, if convenient, call to look over our interesting line.

The Art China Import Co.
32-34 West 20th St.,
New York City.

REED & BARTON CO.

Silverware
Jewels
Stationery

The present display includes new designs and late patterns, as well as those established styles which have received the permanent approval of society and are always in good taste.

Fifth Avenue at 32d Street, and Four Maiden Lane
NEW YORK



THIS EXQUISITE SUIT

perfectly tailored in smartest fabrics

$70

Individuality, beauty and perfection—only our prices are less. Call and compare our models, our work and our prices with those of other high-class tailors.

Kahan and Bandes
TAILORS TO LADIES

435 FIFTH AVENUE, NEW YORK
Near 39th Street
BROOKLYN QUARTERS
320 Schermerhorn Street



Let us be Frank:—

Some women have been disappointed so often in the fit and appearance of their Silk gloves that they really hate to give up kid gloves when warm weather comes.

Perhaps you have had that experience—if so, ask for

FOWNES
KID FITTING
SILK
GLOVES

The name Fownes is in the glove. Buy just one pair. Wear them "hard." Compare them with the best silk gloves you ever owned. Note their

fit
texture
durability—we

are sure you will decide that summer glove troubles are ended,—then and there.

Fownes Silk Gloves are made in all lengths, in black, white and all the exclusive Parisian shades. They have double tips and each pair is Guaranteed.
Prices

50c 75c $1.00 $1.50

Good dealers sell them, and any dealer can procure them for you.

"It's a Fownes—that's all you need to know about a Glove."



In the WESTERN SHOPS

(*Continued from page 74*)

The newest hat boxes are good examples of this. The interior is a cage of strong canvas strips which makes an ideal holder, as hats may be pinned securely at any angle without tearing. This cage lifts out, so that the packing is done in comfort, a distinct advantage over the hat form system. Then, again, in this way the trunk may be used on occasion for anything else one may wish. A hinged tray which fits and fastens into the lid makes an excellent receptacle for veils and scarfs.

Outside, the trunk is protected on the corners by brass mountings, and there is a binding of fibre strongly riveted by hand. The size is 28 x 23 inches, and in depth it measures 25. Price, $18. This trunk is of the best possible construction and will stand the hardest wear. A cheaper kind capable of excellent service is of basswood with steel corners. This is canvas covered and has protection strips of wood. It is marked $7.

Where one is limited as to the number of pieces of luggage, the combination trunk is of the greatest value. It costs $24 and measures 32 x 22 inches. In depth it is 24 inches. This is equipped with a hat cage (with lid) and a section at one end is divided off into six separate compartments for shoes, each lined with soft woolly material. Underneath is a tray for corsets. For $4 extra, trays are supplied which may be used for gowns in the ordinary way.

The dangerously long hat pin may be protected by a new device which fits easily and securely on the point. This is made in two sizes, the smaller one of metal—silver or gilt—at 10 cents and the larger one of pearl in smoke gray or white, at 15 cents.

AN INGENIOUS TOY

In a Japanese shop there is to be had a curiously interesting toy for children of all ages. It is a diver—a tiny doll of celluloid which dives down to the bottom of a basin or vase of water and then floats to the top in the most entertaining way. It is worked by means of a tiny capsule of powder which fits in the doll's body and which on touching water generates a gas that supplies the propelling power. Price 25c. An extra box of charges costs 25c.

DESIGNS IN MOURNING NECKWEAR

One of the smaller specialty shops is showing a quantity of smart neckwear for mourning, and for second mourning. Heavy black net of a coarse mesh is used for a plaited jabot which has three rows of narrow gros-grain ribbon trimming the lower edge. This is marked $2.50. At $3.50 there is an adjustable frill for the front of a bodice. The frill is mounted on a double plait of the same coarse net, decorated with flat satin covered buttons. Three layers of net, black, white and black, edged with dotted swiss, make a very good looking jabot, marked $2.75. A group of rosettes of marquisette and messaline in one box is 85c.

The charming Marie Antoinette collars, so delightfully becoming to the slender throat, are made here for $2.50 and $3.75. They have a short white net ruche next to the face, and at the bottom of the plain satin band which encircles the neck is a full outstanding frill of white net edged with white satin ribbon showing a hair line of black.

Stiff frills of maline in black and white are the characteristic features of the $3.75 collar. This is eminently youthful and becoming in its softening effect on the face. The triple frill at the bottom is of alternate black and white.

FOR HOUSE FURNISHING

With the spring season close at hand the latest aids in this time honored campaign may be of interest. The vacuum cleaner—the kind that comes to one's house on a telephone call—is too well known to need description. But there is another that is of such practical value as to deserve a place here. This is a cleaner which does its work by electricity. Wherever there is electric light this may be adjusted and the work is child's play. The price is $125 and this expenditure is justified by a saving of time and patience that is nothing short of marvelous. This price includes not only the necessary cable, hose, etc., but a guarantee "for life."

Another cleaner which operates by hand is of the greatest possible value where one has not the advantage of electricity. It is only $35 and carries with it a year's guarantee. It is easily operated and does the work thoroughly and satisfactorily.

An excellent furniture polish which is easily applied and produces the most gratifying results is the offering of a shop which makes a specialty of fine furniture. This comes in three sizes at 50c, $1 and $5 (the last being one gallon size). English floor wax, producing an excellent finish is 45c and 90c per can.

THE FASHION OF THE CORDELIÈRE

The newest belts are long cordelières which are knotted loosely around the waist like a monk's girdle. If one is gifted with deft fingers, these are easily made at home, and the heavy cord costs 50c a yard, in gold and silver. Another cord of black and gold (or white and gold) beads is $1.45 a yard. The cordelières are made up in 2½ yd. lengths, finished at the ends with fringed tassels. These are $3.95 in gold and silver, and $1.45 for 2 yd. length in black silk. They give an effective touch to gowns of a filmy character. Another touch, which lends character to a dull gown, is a corsage rose of gold tissue, beautifully made, the petals covered with gold spangled net, which gives the effect of dewdrops. These are $2.95 and $4.50.

The CORDELIÈRE *the* MODE *in* BAGS

(*Continued from page 76*)

the marvellous tapestries of olden days. One can see in imagination the craftsmen bending in delight over their looms as the pictures developed under their deft fingers. Of course the present tapestries are woven by modern machinery and not on the famous old hand looms. If it were not so, the prices would be too extravagant for practical purposes. As it is, the Gobelin tapestry accessories in vogue to-day are quite within the reach of the average purse. The bag portrayed may be had for the modest sum of four dollars ($4.00). It is not large, measuring five by six inches, but it is typical, for none of these bags are unusually large, but of a daintiness in keeping with their style. The largest ones (8½ x 8 ins.) cost five fifty, while medium size ones are four fifty. Both of these are in the style of the black bag portrayed. These Gobelin bags with their panels of pastoral scenes are ideal for summer accessories.

SMART BAG OF CRÊPE AND GUN-METAL FOR MOURNING

In sharp contrast to these alluring bags are those for use when in mourning. It has always been something of a problem just what to carry during this period. Now comes the crêpe leather bag to settle the question. One realizes instantly that it is the perfect answer. The dull crêpe is substantial, yet it gives the effect of soft material. The frame is of gunmetal. A change purse is the only fitting. The bag is a cordelière seven and a half inches wide by eight inches deep. It costs seven dollars and fifty cents.

This glimpse at some of the very latest bags shows that they are of wide range, including those suitable for all occasions. Each bag is a gem of its kind to complete the street costume which requires this accessory for present modes.

LYDIA LEBARON WALKER.



Style in a Handbag Is What Every Woman Wants

Langfeld

(Gussett)

Bags

(Patent Pending)

"The Bags that Set the Style"

The new patent Gusset retains the shape, and prevents rubbing at the corners. Made in all styles and leathers, ranging in price upward from $2.00.

Guaranteed for Six Months

Langfeld is the only manufacturer of Handbags, who will repair or replace a bag in which any defect develops within six months from date of purchase.

Only the finest materials and most perfect workmanship would permit such a liberal guarantee.

Look for the Guarantee Tag attached to every Langfeld Bag

Write for the "Bag Style" Booklet if you would be the first in your "Set" to know Dame Fashion's last word in handbags. If you would excite your friends to envy by owning the newest style bag, if you would like to know the latest fashions, even before they're shown in the stores, send us your Dealer's name, and get this free book of beautiful bag styles.

Langfeld Brothers & Co.

Makers of the Only Guaranteed Bag

1415 Wallace St., Philadelphia

PARIS UNDULATOR

PATENT APPLIED FOR



Will Impart A Touch *of* Youthful Beauty

by crimping your hair with that natural refined wave so much desired by all well-bred women. Leaves an undulation more attractive and beautiful than artificial marcelling or hand waving. Invented by a woman who found from using other such devices where they fell short of what the fastidious woman requires in a hair-crimping device.

The Paris Undulator is refined and distinctively different from any other such device—requires no heat and does not break or in any way injure the hair. Leaves a far more beautiful effect than can be secured through any other method of hair dressing.

Can be worn under the hat or around the house without detracting from the appearance. Most convenient when one hasn't time to visit her hair-dresser. In fact, The Paris Undulator makes it unnecessary to visit a hair-dresser at all, as it can be used in any style of hair-dressing.

Send $1 50 Now for a Set of Eight

and add to your appearance that touch of youthful beauty produced by lustrous wavy hair. Can be used on switches or transformations. *Money refunded if not entirely satisfactory.* Order today.

AGENTS: Write quick for our attractive selling proposition.

YULE P.A.Y.E. PURSE

Pay as you enter

A stunning little purse which fastens to ring of handbag, chatelain or watch. Made in long or square shape. Either shape may be attached to bag or chatelain. Can be monogrammed to serve as distinctive mark for bag.

Holds four nickels for carfare, telephone or small purchases. Coins can't drop out, yet ready for instant use.

Free yourself from both trouble and embarrassment of searching your handbag in public for coins while others wait and *watch.*

Send 50 cents today for a lacquered brass finish Yule Pay-as-you-enter Purse, prepaid. State which shape. Write for prices on gold, gun metal or silver finish.



SOMETHING NEW

Every smart woman has a Yule Pay-as-you-enter Purse on her chatelain.



AGENTS: Write quick for our attractive selling proposition.

Dept. O

The VANITY SHOP *of* KENOSHA

Which Is *in* Wisconsin

"ORNATUS ET BONITAS"

EXTRA QUALITY

DUNLAP & Co.

REG. U.S. PAT. OFFICE



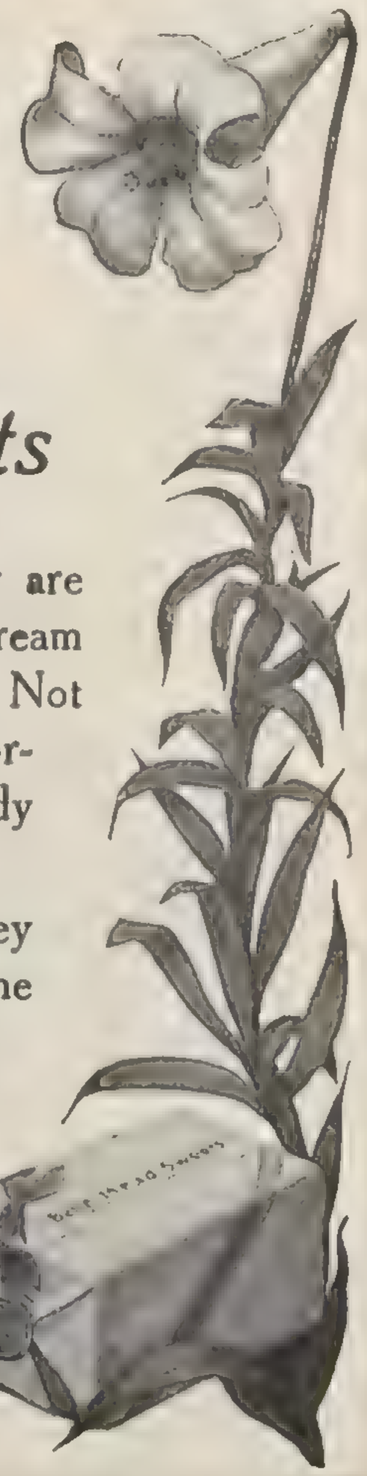
For Spring Wear

Correct fashions for street and dress in a pleasing assortment of exclusive designs

178 Fifth Avenue, near 23d Street
567 Fifth Avenue, Windsor Arcade
NEW YORK

Purity and Simplicity

are two elements which have won for Belle Mead Sweets their enviable reputation as the gift which always carries with it an evidence of thoughtful consideration.



Belle Mead Sweets

Chocolates and Bonbons

are *absolute* in their purity. They are made of real fruit and nuts, fresh cream and butter, chocolate and sugar. Not one drop of artificial coloring or flavoring is used in the "cleanest candy kitchen in the world."

It is a satisfaction to know they are so perfectly pure and wholesome when your taste is being delighted by their dainty and delicious flavors.

At Good Drug Stores

BELLE MEAD SWEETS

Trenton, N. J.

That tempting true tomato taste-

BLUE LABEL KETCHUP

The Kind that Keeps after it is Opened

MADE from solid, juicy tomatoes, picked at red-ripe perfection; skins, cores and seeds removed—just the right amount of just the right spices added to make the most savory, wholesome relish.

Contains only those ingredients recognized and endorsed by the U. S. Government.

All products bearing our name are equally wholesome and delicious. Insist on our label when you buy soups, jellies, preserves, jams, canned fruits, vegetables and meats.

Visitors are always welcome at our Factory.

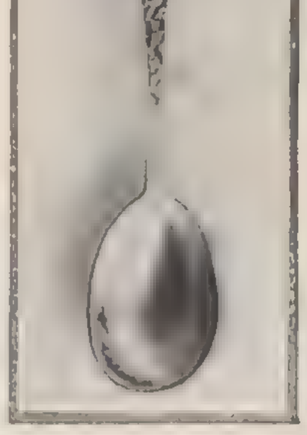
A useful little booklet, "Original Menus," gives a host of suggestions for easy, delicious meals. Write for it.

CURTICE BROTHERS CO
Rochester, N. Y.





Massive salad bowl of engraved rock crystal with silver rim



Handsomely engraved salad spoon



Matching salad fork of rich design

For the HOSTESS

Tempting Spring Salads of Fruits and Fresh Vegetables—French Dressing Recipe from a Famous Chef

AS the warm weather approaches, fruits, fresh vegetables and salads appeal irresistibly to the appetite grown weary of the somewhat monotonous winter bill of fare, and hostesses are continually on the lookout for something new in this direction. The question of salads is an especially interesting one, for with many persons this is the favorite course at luncheon and at dinner. Fruit salads are steadily growing in favor, and nothing is either more healthful or delicious than a judicious mixture of fruits with a delicate dressing. The following recipe is new, and makes a tempting salad:

SALAD OF ORANGE AND MINT

Remove the pulp from six large oranges, dust with powdered sugar and pour over a dressing made of one tablespoonful each, of lemon juice, sherry wine and finely chopped mint. Fill the whole orange skins with the pulp. Garnish with sprigs of mint. An unusually tempting orange salad is made as follows: Lay thin slices of orange on lettuce leaves, sprinkle with diced pineapple and walnuts, and serve with French dressing. And speaking of French dressing, it is a surprising fact that few people know how to make this simplest of all salad dressings. The following recipe is by a famous chef, and will be found to be most satisfactory: "Take one salt spoonful of salt, two salt spoonfuls of black pepper, one salt spoonful of Cayenne pepper, two teaspoonfuls of chopped chives, the juice of half a lemon, and add slowly while stirring, one-half, or three-quarters of a cup of olive oil. If chives are not to be procured, one teaspoonful of onion juice is equally good." A more elaborate fruit salad, suitable for serving at a formal luncheon or dinner, is the following:

GRAPE FRUIT, WHITE GRAPE AND QUINCE SALAD

To the sliced pulp from one grape fruit add half a pound of skinned and seeded white grapes and with this eight preserved quinces cut in small squares. (Canned pears or peaches may be substituted.) To three-fourths of a cup of cream add three tablespoonfuls of lemon juice, and half a tablespoonful each of salt and paprika and beat until firm. Arrange the fruit in separate groups, the quince in the center on a bed of lettuce hearts. Pour the cream on the quince and serve on leaves of lettuce.

A dainty salad for a simple luncheon is as follows: Take two good-sized apples, four stalks of celery, half a cupful of broken walnut meats and stoned olives, chopped very fine. (The brown California olives are particularly good for this.) Mix well together, adding a pinch of salt and pepper. Serve on individual salad plates with mayonnaise dressing.

DELICIOUS STRAWBERRY SALAD

Nothing is more appetizing or suitable for a warm day in spring than Strawberry Salad. Make a cup of two heart leaves taken from a fine head of lettuce. Heap a few strawberries in the center, dust lightly with powdered sugar, and add a teaspoonful of mayonnaise dressing on each portion. It is not customary to serve the rich, heavy cheeses with these delicate salads. The only suitable cheese for this purpose is the Neufchatel, or the Philadelphia cream cheese. This latter is the most delicious cream cheese made in this country, being smoother and not so dry as the Neufchatel.

A NOVEL SOUTHERN SALAD

A favorite salad in the south, and one which is very decorative when served properly, is made of a large white head of cabbage. Cut out all the inside of the cabbage from one end, and refill with finely chopped celery and apple, one teaspoonful of onion juice and mayonnaise dressing, mix all thoroughly. Cloves stuck at regular intervals around the outside of the cabbage produces a very pretty effect. Set the cabbage on a dish laid with lettuce leaves.

SALAD BOWLS OF SILVER AND CRYSTAL

The newest salad bowls in silver, and especially those of engraved rock crystal and silver, are very beautiful. One seen recently is a charming reproduction of a Georgian piece. The border is heavily carved, and the chasing on the inside is flat and of unusual design. This bowl is

(*Continued on page* 82)

Borroff

Formerly with Eugenie, Fifth Avenue

SUMMERING is a leading thought just now. What shall you wear this Spring, and in very warm weather later on? My Ginghams, Dimities, White Serges, Linens, Lingerie Dresses, Foulards etc., will charm you. ¶ They are my own creations—chic and exclusive. ¶ An early visit will repay the most fastidious. ¶ My prices are perhaps too moderate—they'll surprise you, but you get the benefit.

Elizabeth Borroff
6 and 8 East 46th Street
NEW YORK

"VIYELLA"
REG'D

FLANNEL

New Spring Designs for 1911

"VIYELLA" can be obtained at the leading Retail Stores.

"VIYELLA" suits can also be obtained at the suit and garment departments; in Cream ground with Hair-line Stripes of Black, Blue, Helio, Tan, etc., suitable for all out-door sports.

AVOID IMITATIONS!

DOES NOT SHRINK

Methot
29 West 34th St.



A Beautiful Plume Like This Can be Made from Your Old Feathers at ½ the Cost of New.

New Plumes Made from Your Old Feathers

Recent importations of

French Plumes
Willows
Fancy Feathers
Aigrettes
Paradise Feathers

Within the Reach of Every Purse

The Methot Art of Reconstruction

By a unique process of his own, METHOT transforms your old, worn, faded and seemingly useless Ostrich and Fancy Feathers into Beautiful Plumes and Fancy Effects, that have all the brilliancy of NEW. They are as serviceable as NEW, and cost but HALF.

BLEACHING—CLEANING—DYEING—CURLING

H. METHOT,
French Feather Dyer and Dresser
29 WEST 34th STREET

3 doors from Oppenheim, Collins & Co. 2d Floor Take Elevator

To insure prompt attention, address all mail communications to Department "K."

NEW YORK



"The Body Beautiful"

MY latest book should be read by every woman. *I will send it FREE.* It has been declared by thousands to be the most original, unique and fascinating book ever written upon a subject of the deepest and most vital concern to every woman. It explodes the fallacy that a woman cannot avoid her lack of beauty or of health, and points out many other truths in reference to building health, vitality and all-round physical perfection. In this book I have explained how and why every woman should be VIGOROUS and HEALTHY, and why she can and *should* be BEAUTIFUL.

Ill health is not merely a misfortune; it is a *result.* The same is true of ugliness. Beauty, like health, is not a matter of good luck; it is a result. It is a matter of cause and effect, and I want to teach YOU why and how you can have exuberant health, a smooth, clear complexion, a charming personality and an exquisite personal beauty.

What I have done for Myself I can also do for You

It is not a matter of birth, for I was weak, puny and sadly deformed in childhood. I have overcome all of my weaknesses and deformities by my own natural, drugless methods. Millions of people have personally seen just what I have accomplished; they have seen in me a living demonstration of my unique system of health, culture and body building. If you are weak, nervous, fat, thin, unshapely, tired, lacking vitality, or in any other respect not at your very best, then I can be of service to you.

My Guarantee

With my book, "The Body Beautiful," which I will send to anyone free of charge upon request, I give full particulars of my Guarantee trial plan, whereby you can demonstrate the value of my system in your own case without risking a penny. Write for my book and trial plan today. Enclose 4c. for postage.

Annette Kellermann

Room 704 X, 1133 Broadway, New York

"Miss Kellermann is the only living woman authority on physical development, who, without reliance on corsets or disguising draperies, exemplifies her teachings in her own person."



The Business Man's Ideal Lunch

Brain workers know that a hearty lunch lessens one's powers. For a couple of hours one is not at his best.

And we all know why. The blood is drawn to the stomach to supply digestive fluid. One's energy is consumed in digestion.

The ideal solution is Puffed Wheat or Puffed Rice, served in a bowl of milk. Here are whole-grain foods with all the food granules literally blasted to pieces. By no other process are cereal foods made even half so digestible.

And men like them. For months we conducted a lunch room in the heart of New York City to find out men's tastes in cereals. With all the ready-cooked cereals to choose from, four out of five chose Puffed Wheat or Puffed Rice.

Between-Meal Foods
Bedtime Foods

For the same reason Puffed Wheat and Puffed Rice are ideal for children. Not only at mealtime but between meals. One can eat at any hour foods which don't tax the stomach.

And children delight in them. The grains are like nuts—so much like nuts that countless children use them in candy making.

Many able physicians, when the stomach needs rest, are advising Puffed Wheat and Puffed Rice. When ease of digestion is of any importance, the best possible foods are these crisp, puffed grains.

Puffed Wheat, 10c

Puffed Rice, 15c

Except in Extreme West

These foods are prepared by Prof. Anderson's process, by which all the food granules are exploded by steam. The raw grains are sealed up in great steel guns. Then the guns are revolved for sixty minutes in a heat of 550 degrees. Thus the moisture in the grain is turned to steam and brought to tremendous pressure.

Suddenly the guns are unsealed and the steam explodes. The grains are puffed to eight times normal size—made four times as porous as bread. Every food granule is blasted to pieces, so the digestive juices can instantly act. Yet the coats of the grain are unbroken.

The result is these delicious, digestible grains—porous, crisp, nut-like and brown.

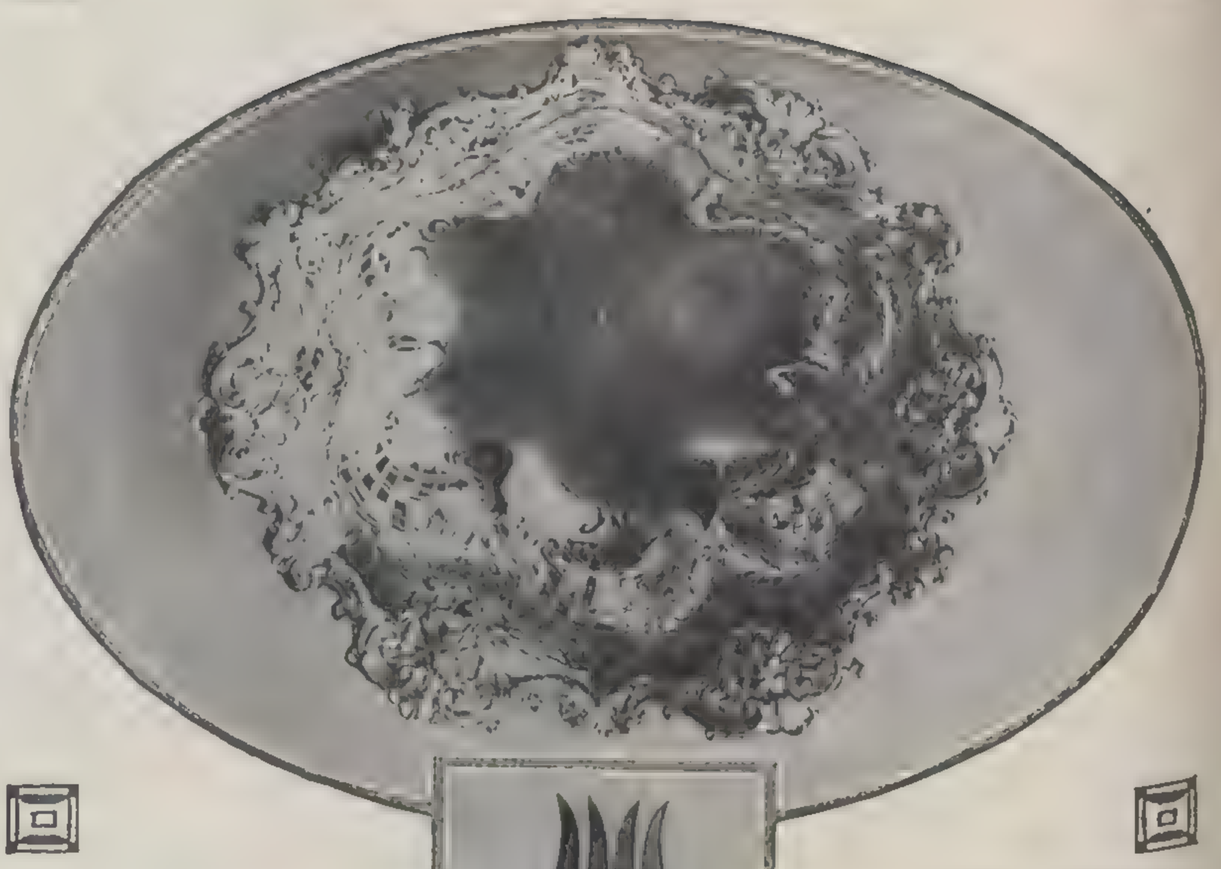
Serving With Fruit

One capital way to serve these puffed grains is to mix them with sliced bananas or berries. The blended flavors make an enticing dish.

The common way is to serve with cream or milk, like any breakfast cereal. Or serve them in milk, like crackers or bread. People are now eating 18,000,000 dishes a month. Isn't it your turn to begin?

Made only by The Quaker Oats Company

(117)



One of the newest salad bowls, a Georgian reproduction

For the HOSTESS

(*Continued from page* 80)

12 inches across the top, 5 inches deep and costs $75. The lovely salad spoon and fork which match the bowl in design, costs $35.



Salad fork of Georgian design

Massive and distinguished is a bowl of rock crystal deeply engraved in a design of thistles and leaves, and having a silver border one and a half inch in width. This border is engraved at intervals in an Old English design. This bowl also has a salad spoon and fork which are richly engraved, and which match the design in the border of the bowl. The latter is 12 inches wide at the top and 4 inches deep, and cost $54. The fork and spoon are $21.

FOR A LATE SUPPER

A salad particularly affected by club gourmets for late suppers, and which is very good for a supper after the theatre, is made as follows: Soak in cold water for an hour a number of bottled anchovies (or the same quantity of Norwegian anchovies if possible); then drain them in a cloth and remove the bones. Prepare a head of lettuce in small pieces and put in a salad bowl, covering the same with two tablespoonfuls of Tartar sauce. Add with the anchovies 2 hard boiled eggs cut in quarters, 12 capers, 6 stoned olives, and diced beetroot. Season with a teaspoonful of black pepper, a saltspoonful of red pepper, and one tablespoonful of vinegar. Mix well together. Camembert cheese is delicious served with this salad.

One of the best of the vegetable salads is that made of cauliflower, and it is very easily prepared. Take a cooked cauliflower of medium-sized head and break it into rather small pieces and placing these in a salad bowl, pour over all the French dressing as described above.

EFFECTIVE CHINA SALAD PLATES IN NEW DESIGNS

Some very charming salad plates have been just imported from England and France. One recently seen, had a broad band of "lettuce" green on the border just below the edge which had a dull gold band. Another style was a reproduction of the old Chinese design of green dragons on a white ground. This is Coalport china. The handsomest, however, was a fine Limoges plate, the border of which was decorated with fine green laurel leaves forming a band with a hair line at the top and bottom of gold. Other lovely china salad bowls are decorated in leaves and flowers.



Salad spoon to match bowl and fork

TOMATO ASPIC BORDER FOR SALAD

To a can of tomatoes add a tablespoonful of chopped onions, a bay leaf, a tablespoonful of celery salt and a teaspoonful of mixed spice. Put through a sieve and add enough boiling water to make three cupfuls.

Dissolve half a package of gelatine and pour into a circular or oval jelly mould. Fill the center with celery mayonnaise or lettuce heads with French dressing and serve with cheese croquettes and toasted crackers.

BOILED CREAM DRESSING

A very nice boiled cream dressing for a vegetable salad is made by creaming two tablespoonfuls each of salt and sugar, half a teaspoonful of mustard and a little cayenne. Take the yolks of two eggs, beat them and add four tablespoonfuls of boiling vinegar, stir constantly and cook until thick. Take from the fire and beat thoroughly while adding the seasoning. Just before serving add half a cupful of whipped cream.

EGG DRESSING

Hard boiled egg dressing is very good on hearts of lettuce. Rub the yolks of four hard boiled eggs to a smooth paste with mustard, salt and cayenne to season. Gradually add four tablespoonfuls each of vinegar and oil, and just before serving fold in the white of an egg stiffly beaten.

WHOLE BEET SALAD

Select well-formed, medium-sized beets, boil until well done, take off the skins while warm, cut off a bit of the end so the beet will stand steadily on the plate; with a potato ball cutter remove the center, leaving enough beet to make a thick cup. Let the beets stand over night in vinegar. The next day make a salad of finely shredded celery, a few French peas and a thick mayonnaise. Take the beets from the vinegar, drain and fill with the celery salad, arrange them on a platter and garnish with pitted olives, radishes cut in flower shapes, and small lettuce leaf hearts.

STUFFED CUCUMBER SALAD

Take medium-sized cucumbers, peel carefully, cut a strip off the top, scoop out the seeds and put in ice water for several hours, to draw out the bitterness and make the cucumbers crisp. Just before serving fill them with shredded cabbage and cherry tomatoes cut in half and covered with a French dressing. Arrange on a platter garnished with nasturtium leaves and flowers.

ALEXANDER'S *SPRING SHOES FOR WOMEN*



An immense assortment of styles and sizes at prices ranging from $3 to $10, with an especially strong representation at five dollars a pair.

WOMEN'S BOOTS OF

TAN—Suede, Velvet, Satin, Calf, Kid **$3 to $8**

WHITE—Buck, Calf, Canvas **$4 to $7**

GRAY—Suede, Satin..... **$5 to $8**

BLACK—Satin, Velvet and all leathers **$3 to $10**

WOMEN'S LOW SHOES

PUMPS—Suede, Satin, Velvet, Buck, Calf, Kid, Canvas **$3 to $8**

OXFORDS—Kid and Calf in a variety of shapes and colors **$3 to $8**

NOVELTIES—Walking Shoes of unique patterns. **$5 and $7**



New Catalog sent upon request

ANDREW ALEXANDER

SIXTH AVENUE, AT NINETEENTH STREET, NEW YORK

"The Crowning Attribute of Lovely Woman is Cleanliness"



Naiad Dress Shield

ODORLESS HYGIENIC

Supreme in

Beauty! Quality! Cleanliness!

Possesses two important and exclusive features. **It does not deteriorate with age** and fall to powder in the dress—**can be easily and quickly sterilized** by immersing in boiling water for a few seconds only. At the stores, or sample pair on receipt of 25 cents. *Every pair guaranteed.*

The C. E. CONOVER CO., Mfrs.,

101 Franklin Street :: :: :: New York

Mme. Oates

Formerly 345 Fifth Ave., N. Y.

Opposite Waldorf-Astoria.

Has a choice collection of "Paris models," among them charming evening and dinner gowns at attractive prices.

The illustration, an **"Agnes" model copied for - - - - - $75**

Waists for Tailor Gowns, $25

Elaborate Evening Gowns from - - - - - - - $95



Those desirous of getting smart gowns we would be pleased to have call for inspection. No catalogues or sketches sent, as we only copy from imported models. Personal attention given to our mail orders.

Mme. Oates

50 East 49th St., New York

Near Madison Ave.

Telephone: 4257 Murray Hill

GUERLAIN'S

Celebrated Perfumes

Season 1910 QUAND VIENT L'ÉTÉ



Season 1909 RUE DE LA PAIX



Mrs. Arthur M. Dodge

NOBLESSE OBLIGE

[Under this title Vogue is now publishing a series of articles showing the various methods that women and men of social distinction employ in relieving the conditions under which the less fortunately placed, exist.]

THE GOOD WORK OF THE DAY NURSERY

In so unostentatious a way have certain women, either individually or in groups, met an economic condition which is especially hard upon children, that the general public is largely ignorant of the extent of the Day Nursery movement, and of the comprehensive manner in which its work is carried on.

WELL ORGANIZED PHILANTHROPY

In Manhattan alone there are eighty-eight of these foster-homes, twenty-one of which have been established since 1908, and the development of the plan for helping mothers and children is progressing so fast all over the country, that a Bureau of Information is maintained in the offices of the Associated Day Nurseries of New York City, where thousands of office calls and many hundreds of letters annually are responded to with specific information based upon more than a quarter of a century of experience. The information sought relates to the equipment of nurseries, to the investigation of applicants, and to the best methods of record and bookkeeping, and in addition there have been many calls for advice in regard to the housing and protecting of infants, and the care of children in general. This philanthropy—it is not a charity, be it noted—is thoroughly organized, and as a result of its intimate daily personal experience with both mother and young child, it has developed such a record of practical experience as makes possible its indefinite expansion along progressive lines.

A NECESSITY, NOT AN IDEAL

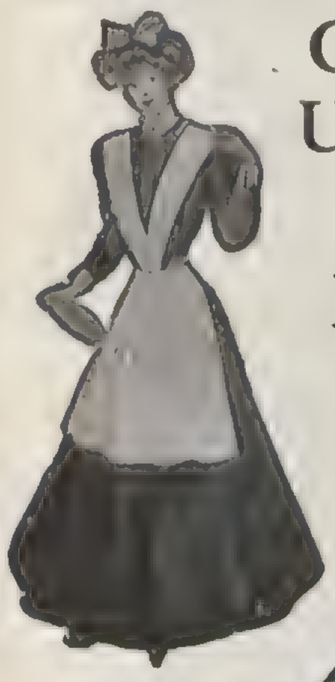
Mrs. Arthur M. Dodge, whose personal service in such concerns covers a quarter of a century, states frankly that she would be glad to learn of the closing of every nursery in the country, provided, of course, that the urgent need which makes them a present necessity, no longer existed. She is far from regarding the Day Nursery as an ideal permanent institution, but she sees in it, and it is without doubt, an effectively administered system for the immediate relief of economic conditions, that result in great suffering, and great mortality, for infants and children, and in cruel anxiety to mothers who must become bread winners. She considers that no hard and fast rules can be made for the conduct of the Day Nurseries that shall be operative in all kinds of communities in all parts of the country, for local conditions will inevitably make necessary modifications or changes in the local procedure. For example, it would be impossible to make rules that would reasonably cover the conditions in mill towns and in great cities or that it would be wise to carry out even in different parts of the same town or city.

The nurseries were started, and are still almost exclusively administered, for the benefit of mothers who are deprived of their bread-winning husbands by death, desertion or divorce. When a mother is thus bereft, and there is nothing upon which she can draw, no alternative presents itself but to become a wage earner, and this necessitates putting the babies and young children into institutions if they are to have anything approaching supervision. The Day Nursery steps in here and becomes a home protective agency in the highest sense, in that it conserves this important social institution by enabling the mother to keep her little ones around her.

The only criticism, worthy of the name, which has been brought against the philantrophy is that in some instances it may tend to pauperize unscrupulous couples who not only are capable but who have the opportunity to work if they are so disposed.

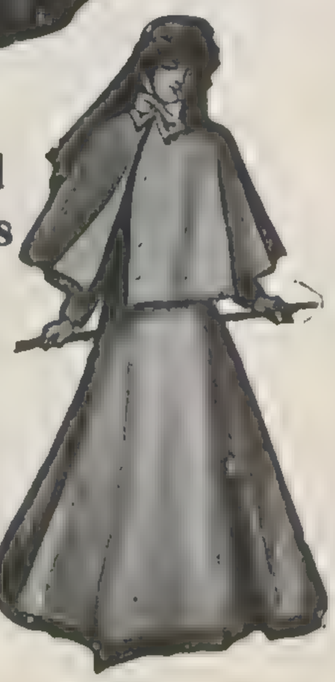
(*Continued on page* 86)

Nurses Outfitting ASSOCIATION
54 West 39th Street
Near 5th Avenue New York



Correct Uniforms for Maids

For House and Street



New Imported Novelties In Uniforms Aprons Collars Cuffs Caps Etc.

Send for Catalog B

Visitors will notice your Silverware



and will get a bad impression of your housekeeping unless your silverware is bright and clean.

WRIGHT'S SILVER CREAM

used by more than a million American women. Absolutely nothing equals it for making silver look brilliant and new. Always ready for use.

One housewife writes: "For fifteen years I have used only Wright's Silver Cream on my silverware which has been in my family four generations."

A perfect polish for silverware, metalware, cut glass, marble, porcelain or enamel.

Your dealer knows about "Wright's Silver Cream"—insist on getting the genuine.

Send 6c. (in stamps) for large sample jar



J. A. WRIGHT & CO.
190 Court St., Keene, N. H.

A Decided Saving
Is Made on Every Yard of

Goetz Guaranteed Satins

At Wholesale Prices

Our entire eighteen years' experience is devoted exclusively to the manufacture of two specialties, satin and peau de cygne, with the result that our fabrics cannot be surpassed for beauty, quality and durability.

In order that women everywhere may be convinced of the superior quality of these fabrics, we sell them direct to you *at wholesale prices,* saving you a "worth while" amount on every yard you may require.

Goetz Guaranteed Satins

Come in a wider range of colors and shades than the average dry goods stores carry. There is never any difficulty to match colors, as there are 44 colors and shades to select from. All are skein-dyed, pure dye, 36 inches wide, and especially desirable for lining suits, jackets, cloaks and all lining purposes. Every yard is *guaranteed for two seasons' wear.* Price, $1.10 a yard.

Goetz Guaranteed Peau de Cygne

The styles this Spring demand a soft, clinging fabric, and this beautiful, satin-surface, exquisitely brilliant, *all silk* material is ideally adapted to the prevailing modes of costumes, dresses, waists, etc. In the lighter shades it is especially desirable for evening gowns, and is extremely popular. A range of 39 colors and shades to select from, all 36 inches wide—$1.25 a yard.

These goods can be bought only from us. If not convenient to call, send sample of goods to match, number of yards wanted, and remittance for same. Your order will be filled immediately and satisfaction guaranteed or money refunded.



Goetz Silk Mfg. Co.

Retail Department,

148 5th Ave., New York City
immediately opposite the Fifth Avenue entrance to Lord & Taylor.

Booklet and Color Cards on request.

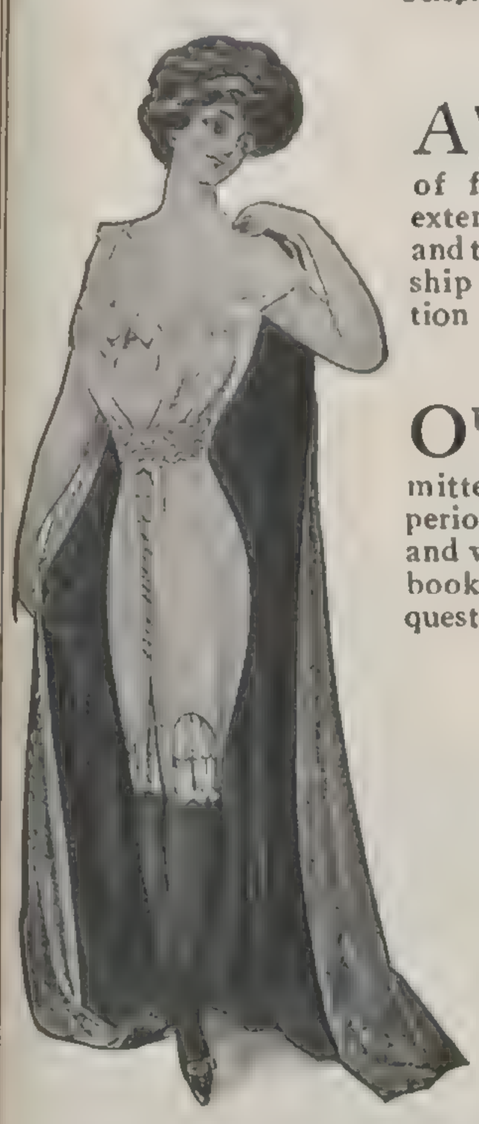
Is this a
GOETZ LINING?
(pronounced Getz)
Always ask this question when buying ready-made garments.
Goetz Linings
are used by the best manufacturers.



Le Papillon Corset Co.

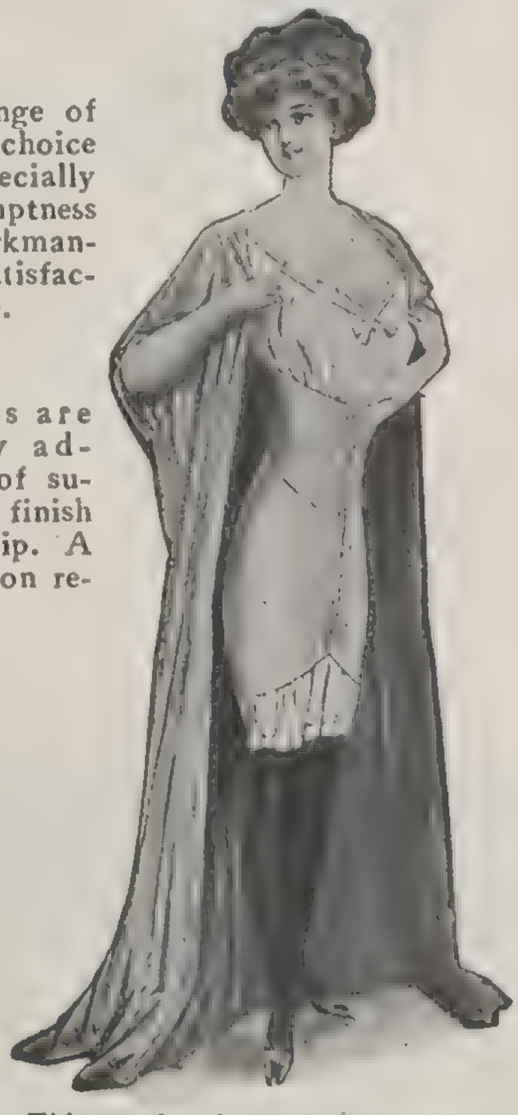
21 West 38th St., MME. GARDNER MANAGER New York City

Telephone, 4383 Murry Hill



A WIDE range of styles—the choice of fabrics especially extensive—promptness and the best workmanship make dissatisfaction impossible.

OUR goods are universally admitted to be of superior style, fit, finish and workmanship. A booklet mailed on request.



This very unique model shows a hip confiner, built high enough to protect the waist line. In this way the very fashionable effect of being uncorseted is obtained, while the flesh below the waist line is held in a firm but supple casement.
Price $8.00 up.

This model is made of rubber webbing. Its flexibility insures one of perfect ease and comfort. It is worn by many professional dancers and artists, where graceful pose and movements cannot be confined. The bust line is low and the only boning is at the front and back.
Price $25 up.

Leipzig, Nicolaistr. 24.

ESTABLISHED 1863

H. Jaeckel & Sons

Furriers and Importers

Nos. 16, 18 and 20 West 32d St. Bet. 5th Ave. and Broadway
(OUR ONLY ADDRESS)

COLD DRY AIR STORAGE

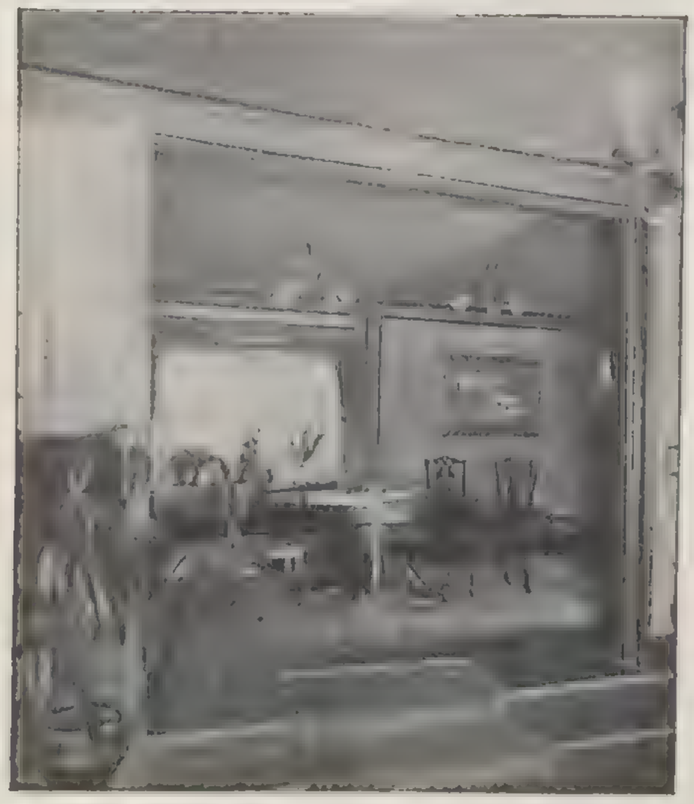
ON THE PREMISES

¶ For the care of Furs, Millinery, Costumes, Rugs and Draperies, Automobile Furs and Robes.

¶ Goods called for and delivered promptly at a very moderate cost.

¶ Special rates for exceptionally large lots or valuable single pieces.

16, 18 and 20 West 32d St., New York



About the Standing Woodwork of the House

IN some of the most successful houses recently built, the interior wood trim has been exclusively of cypress, red gum, yellow pine, birch, chestnut or ash. The finished interiors of these houses have received much favorable commendation. *In every case* the standing woodwork has been finished with Murphy Varnish Company Penetrating Oil Stains followed by their Nogloss Varnish or Transparent Wood Finish Interior rubbed to a semi-gloss finish. The tone and surfaces these materials supply are unsurpassed in beauty and lasting qualities.

WRITE *today* for sample panels mentioning the wood to be used in the building, and send your blue prints or a rough draft of them to Murphy Varnish Company's Department of Decoration. You will receive a complete color scheme for your house and careful and expert advice regarding its interior finish and decoration.

This Department is under the direction of Margaret Greenleaf, whose reputation as Consulting Decorator is national. This assures you artistic as well as practical help. Samples of wall covering, draperies, and tiles with suggestions or cuts for lighting fixtures, hardware, furniture and rugs to complete a harmonious interior, are included.

The compliment of this service is extended by Murphy Varnish Company to their patrons and is without charge.

Address Department of Decoration

Murphy Varnish Company

345 Fifth Avenue
New York



NOBLESSE OBLIGE

(*Continued from page* 84)

However, this misuse is comparatively rare, for the reason that a fundamental regulation of the Day Nursery is investigation, and in the more progressive of them this is conducted from 6 P. M. until midnight, which interval yields better results as to family habits and practices than day-time detective work. The best evidence of the sterling benefit to the country of the movement is that Organized Charity (which is the reverse of sentimental, and unlikely to advocate letting down the bars for an invasion of pauperism in any scheme it advocates) approves of such a method of aiding an economically submerged class.

OUTLINE HISTORY OF THE GREAT MOVEMENT

The first Day Nursery was opened in 1854, in connection with the Nursery and Child's Hospital, but existed only a few years. The next, and the oldest in continuous existence, was the one initiated in 1863 by Miss Biddle, of Philadelphia. New York's earliest permanent nursery was established in 1866, in God's Providence House; and then came the Grace Church Nursery in 1876; the Virginia in 1879, and the Jewell, of which Mrs. Dodge is president, in 1889.

For a number of years these, and others that were established here and elsewhere, were carried on independently, each following the method that the local board of managers thought best, but by 1892, when there were but ninety nurseries in the country, so far as it was possible to ascertain, experienced workers in New York City decided that the time had arrived for the holding of a Conference. Accordingly a call for a conference in 1897 was issued from Boston, and at this it was decided to organize a national body to be known as the Federation of Day Nurseries. The next year (1898), at a Conference held in Chicago, the Federation was fully organized; in 1899 there were one hundred and seventy-five nurseries reported to be in existence, and by 1910 the number had risen to four hundred and fifty in the United States. Each nursery, as heretofore, remains separate and independent, but the results of the Federation in effectiveness are described as exceeding the expectations of those who urged this getting together, the outcome being officially stated to be a marked elevation of ideals, an enlargement of scope, an improvement in methods and a very decided growth of influence in the family life of the beneficiaries.

The nurseries, like all modern well-managed philanthrophies, co-operate with other organizations which work in behalf of the child, including the Charities Organization, the Settlements, the Fresh Air Homes, the Child Labor Committees, the State Board of Charities, the Diet Kitchens, and the Institute of Social Service.

THE DAILY ROUTINE

Those unfamiliar with the daily routine, and the extent, of the service rendered the individual child, its mother and the community, by these well regulated foster-homes, would be surprised if they followed a matron, or nurse, for any of the twelve hours daily that they give to their duties—these hours being from seven A. M. to seven P. M.

Children are admitted from seven to eight-thirty A. M., when the door is closed. After the examination for sore eyes and throat, or for any other symptom of contagious disease, those children who are free from physical ills are sent with nurses to their respective nurseries, of which there are three classifications—for babies from any age to twenty months or two years; for "run-abouts" (from that age up to three years) and for older children, from three to six. The babies are bathed, dressed in nursery clothing, and put into their little cribs, along with their bottles, where they enjoy their morning nap, and these bottles, by the way, are carefully prepared in the morning by the matron's assistant for use during the entire day. The "run-abouts" are also washed and dressed, and then given bread and milk, and amused by the nurse until eleven o'clock, when their dinner is served, after which, at half past twelve, they are put into their cribs and the nurses quiet them to sleep.

The older children are taken to the kindergarten until twelve, when dinner is served to them, and after it these from three to six year old children also go to sleep, when for two hours the house is very quiet. The nurses watch the children as they sleep, and do any repairing of their clothes that is necessary, until three o'clock, which is the time for renewed activity. Then the older ones (when weather conditions permit) play in the yard under the supervision of a nurse until it is time to wash for supper, which is served at half-past four, and the babies are fed and made comfortable, and the "run-abouts" taken on the roof, or given their dollies, or other toys, in the nursery until four o'clock, when their supper is served. Parents begin to call at five, and from that time on for an hour and a half, or two hours, the nurses and matrons are especially busy.

As in all other institutions, the matron is a most important factor, and carefully chosen, for she must be a woman of experience to perform duties that are both onerous and multifarious. A few of the activities that take up her time are the inspection of all the children before they are admitted in the morning, a visit to the baby room, attention to all minor ailments, superintendance of the housekeeping, recording of statistics, visiting families, receiving callers and being ever ready to counsel those mothers who come to her in trouble, to most of whom she is the only intelligent friend they have.

KEEPS THE CHILD UNTIL IT IS SEVEN YEARS OLD

A number of the Day Nurseries in New York City occupy especially designed buildings, some taking care of one hundred or more children—the Brightside, of 8991 Canner Street, caring for the large number of two

(*Continued on page* 106)



The children of the Grace Church Nursery practising for Sunday vespers



The Juliet Face Wax

Trade Mark

Wrinkles come from distortion of the features, causing the skin to contract. The muscular tissues and nerve fibres become affected. The skin grows loose and flabby.

The Juliet Face Wax

when worn while one is engaged in various occupations, *holds the skin and muscles in repose.*

The worn tissues are strengthened. The nerves become quiet and rested. The skin grows firm and smooth.

If worn while motoring the straining of the facial muscles is prevented. Being flesh-colored it is not observable under chiffon veiling.

Sent Postpaid on Receipt of $1.00

THE JULIET COMPANY
211 West 20th Street
New York

You Should Never

Be Satisfied without Perfect Health
A Good Figure
A Clear Skin

You can attain these by Scientific Means in the Privacy of your Own Room

I WISH I could put sufficient emphasis into these words to induce any woman, whose health is not perfect, or whose figure does not please her, to write to me. My pupils are among the most refined, intellectual women of America. They are my best friends and the strongest possible testimonials for the value of *natural, hygienic principles of cure* as *opposed* to the *drug habit.*

At least one-third of my pupils are sent to me by those who have finished my work.

I no longer need to claim what I ***can*** do, because I ***have done*** it. I think I do not exaggerate when I say that I have relieved more chronic ailments and reduced or built up more women in the past nine years than any ten physicians; the best physicians of America endorse my work. I could fill hundreds of magazines with testimonials; the following from letters on my desk as I write, indicate a few ailments I have relieved.

"My weight has increased 30 pounds." "My kidneys are much better." "My eyes are much stronger and I have taken off my glasses." "I have not had a sign of indigestion or gall stones since I began with you." "I weigh 83 pounds less and have gained wonderfully in strength. I never get out of breath, the rheumatic twinges have all gone, and I look and feel 15 years younger." "Just think of it! To be relieved from constipation. Entirely free after having it for 30 years." "Have grown from a nervous wreck into a state of steady, quiet nerves."

If you are suffering from any chronic ailment, if your figure does not please you, or if you will tell me the particular difficulty you wish to correct, I feel sure I can help you. If I cannot, I will tell you so. Your correspondence will be held in strict confidence. Many a woman has surprised her husband and friends by improvements she had made by just 15 minutes a day in her own room.

I want to help every woman to realize that her health lies to a degree in her own hands, and that she can reach her ideal in figure and carriage.

I have published a booklet, "Health, Character and Beauty," which tells you how to stand and walk correctly, and gives other information of vital interest. This booklet has helped hundreds of women, even though they never studied with me. I will send it to you **free,** and tell you all about my work on request. Write **now.** If you do not need my work, you may be able to help a friend.



Style Is in the Figure and Poise and Not in the Gown

SUSANNA COCROFT, Dept. 17-AA, 246 Michigan Avenue, CHICAGO

Miss Cocroft's name stands for progress in the scientific care of the health and figure of woman.

The J. & J. Slater Shoe



THE preference of those who know, and appreciate the unmistakable elegance of its design and quality.

Original Spring and Summer styles for Walking—Dress—Outing—Hunting—Tennis—Golfing—Dancing.



Golf boots for men, in tan, russia or brown buckskin, Blucher cut, no tips, reinforced at insteps to give added support—recommended to those wishing a light weight, comfortable shoe for golf.

Our MAIL ORDER SERVICE enables those who live outside of New York to purchase the famous J. & J. Slater shoes with as little trouble as if buying in their home city. New illustrated price list "A Package of Shoes" and book of instructions with measurement blank mailed on request.

J. & J. Slater

For 50 years New York's most fashionable bootmakers
Broadway, at 25th Street, New York

Every Pair warranted to the wearer



No other Shield like it

DRESS SHIELD

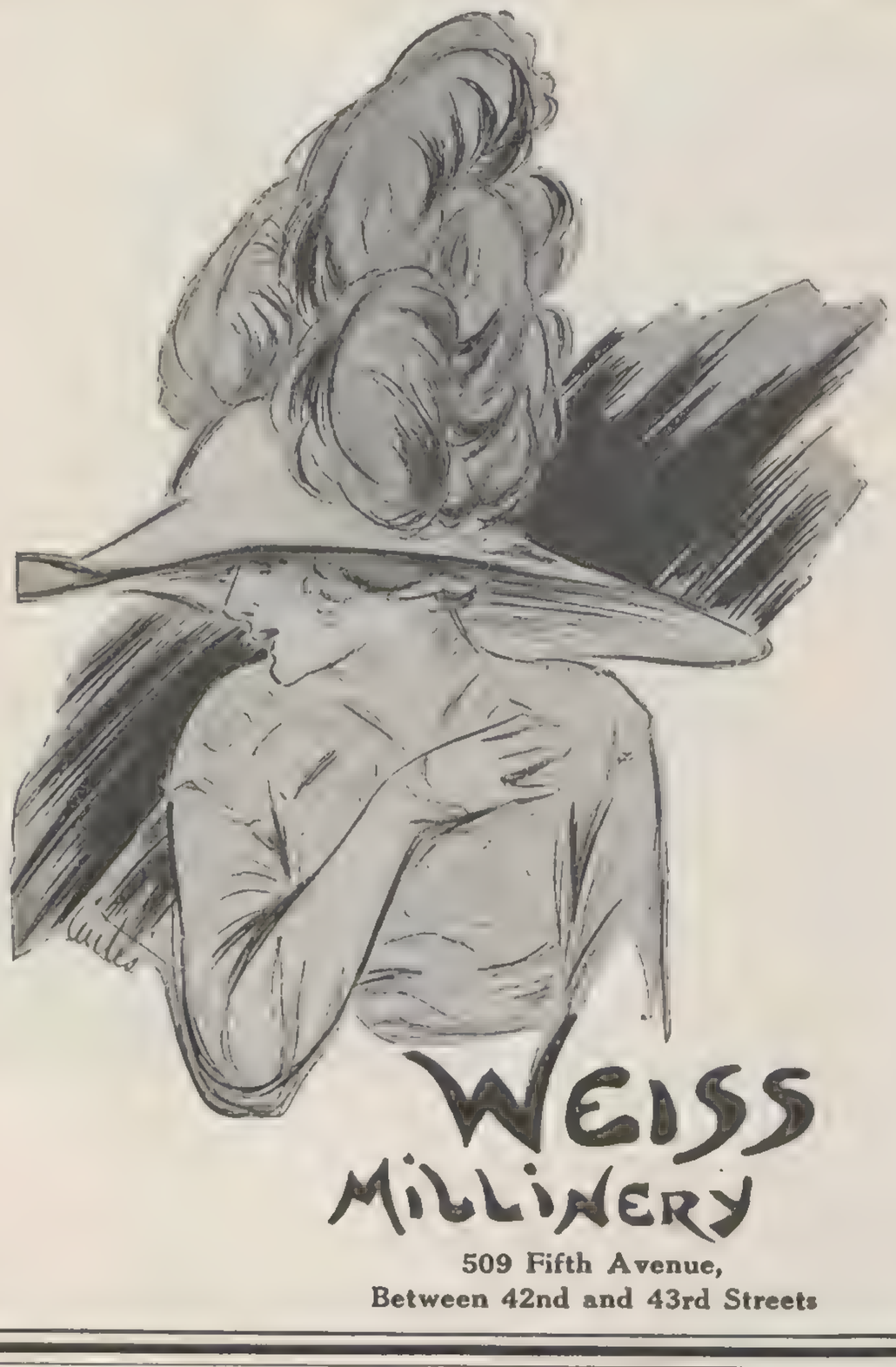
THE SHIELD SUPREME

WHILE there may be other Dress Shields that are odorless when you buy them, the OMO Shields are the only Dress Shields that are odorless when you WEAR them.

They contain no rubber, are cool, light, white, do not chafe, absolutely moisture proof and washable.

At all good stores or a sample pair sent for 25c. Our "Dress Shield Brieflet" sent free.

THE OMO MANUFACTURING COMPANY
Dept. 9 :: :: MIDDLETOWN, CONNECTICUT



WEISS
MILLINERY

509 Fifth Avenue,
Between 42nd and 43rd Streets



Florence Barclay, author of "The Mistress of Shenstone"

WHAT THEY READ

WHEN THE GODS LAUGH, AND OTHER STORIES. By Jack London, Author of "Martin Eden," "Call of the Wild," "White Fang," etc., etc. New York: The Macmillan Company, $1.50.

No doubt Mr. London chose the introductory story for its place of honor and as the source of his title because it is out of his accustomed line. It is a bold, but hardly successful, experiment in the manner of some clever French writers. The central truth of the story lies in the idea that the most delicate and beautiful phase of love is that early spring season of the passion when, in its April uncertainties, neither kisses nor caresses can yet be exchanged. Mr. London prolongs this season through years of married life, during which the two concerned ever hold apart because they love love rather than each other or its grosser attendants. The thing is done with delicacy, but without conviction. The author is on his own ground in "The Apostate," a tale of the working youth who is past master of his task, but who sickens of his long drudgery and rebels. Mr. London has a knowledge of the working folk of mill and forge, and a strong sympathy with their hardships. Thus equipped with knowledge and sentiment, and with his unusual gift of expression, he can deal ably with such a situation as that of "The Apostate." The description of the violent fashion in which the boy had to be wrenched, fighting and struggling, in a blind drowse from his early morning sleep is new and masterly. "A Wicked Woman" is thin and farcical, but with something of the author's accustomed brilliancy in dealing with the other sex. "A Piece of Steak" is the story of a prize fight, done *con amore*, and with distinguished effect. Half-a-dozen other stories of various types and qualities make up an uncommonly clever book, but there is no great tale here.

THE MISTRESS OF SHENSTONE. By Florence Barclay, Author of "The Rosary," etc. New York: G. P. Putnam's Sons, $1.50.

This is a romantic tale of the fashion popular in the middle Victorian period, with modifications in accordance with the spirit of the new age. Romanticism, however, is its prevailing note. There is a pretty good doctor in the story, a fact that may serve to recall the superiority of English novelists to our own in picturing the men of medicine and surgery. The hero of the tale is quite a woman's creation, one of the sort that the lady novelists gloat over, and male readers find a bit too heroic, and longer in the femur than most men like their fellows to be. He does a bit of rescuing in a fashion to earn him a Carnegie medal, but the reader of these lines shall not learn from them whether or not he married the lady whom he loved.

THE INFINITE PRESENCE. By George M. Gould, M.D. Moffat, Yard & Co., $1.50.

Dr. Gould has put together five essays into a book, of which the title is intended to serve as unifier, though there is not quite so much unity in the matter as this fact would imply. The author finds in the facts and relations of life constant evidence of a permeating infinite presence, the unembodied perfection which we by the nature of our being are bound in our feeble way to imitate. He attacks monism, whether physical or spiritual, and insists upon the existence of the thing that lives and the thing that is dead. He is equally no determinist, believing that man is master of his fate and shaper of his ends. Christ and biology equally command the pursuit of perfection. The essay on Maternal Love is full of interesting ideas and illustrative facts. In motherhood he sees the close relation of the animal world to the creator. When he comes to discuss immortality, Dr. Gould seems to approach rather closely to the Buddhistic idea of absorption in the infinite spirit that rules the universe. At any rate, he regards the notion of persistent individual traits and characteristics, and earthly relations after the death of the body as not making for the highest good. Individuality will tend to disappear as we approach perfection; the things that go to give distinctive character are largely related to the physical, and must be sloughed off with progress in spirituality. The short closing essay is a cry against much that is moving the world of to-day, aspects of the feminist movement, and tendencies of medical science.

(*Continued on page* 90)

Announcement of Removal

Marrkil & Co.

Importers
Ladies' Tailors, Dress Makers
Furriers

2 and 4 West 33rd Street,
New York

Beg to announce their removal on or about May first, nineteen eleven, to their new premises at

9 East 48th St.
Near Fifth Avenue
New York

THE same skilled and courteous service, with the additional facilities afforded by our more commodious quarters, is assured our patrons.

Créme Nerol

is the choicest product of its kind obtainable anywhere at any price. As a necessity for milady's toilet table it is prized by the best women in every walk of life. Many of them, artists who have delighted and charmed millions of people, have voluntarily testified to the remarkable qualities of this truly remarkable skin and complexion beautifier and preserver. Here are a few expressions that carry weight:

MARGARET ANGLIN
"Your miraculous Creme Nerol."

MINNIE MADDERN FISKE
"It is an unsurpassed preparation."

JULIA MARLOWE
"A most agreeable cleanser and skin food."

MAXINE ELLIOT
"More delightful than ever."

BILLIE BURKE
"I appreciate its rare qualities."

LOUISA TETRAZZINI
"I take pleasure in recommending it."

GERALDINE FARRAR
"Glad to express my complete satisfaction."

MABLE TALIAFERRO
"Quite the most delightful cream."

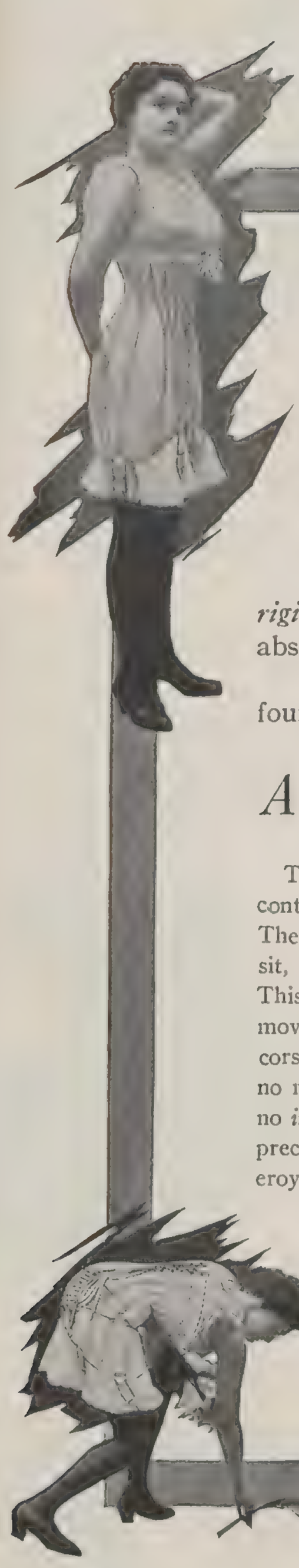
FRANCES STARR
"It is superior to any facial cream."

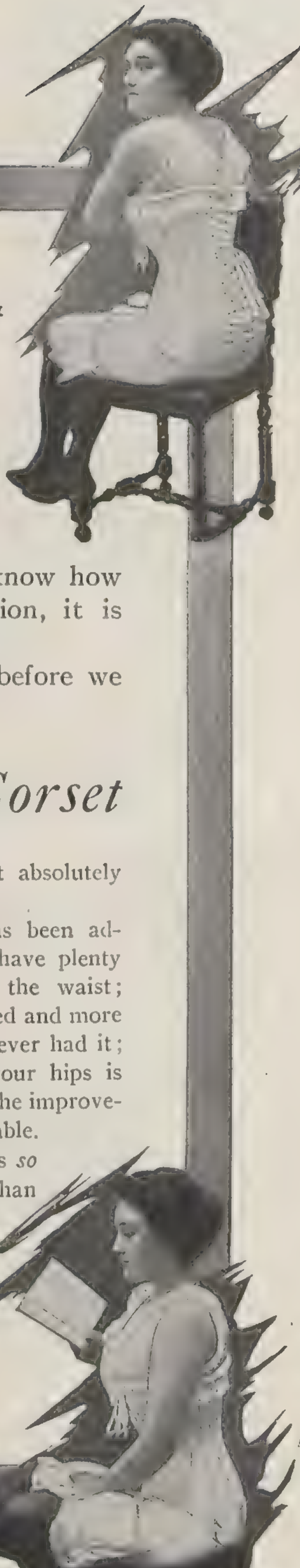
JULIE OPP
"Most soothing and softening to the skin."

Creme Nerol Softens, Whitens, Refines and *Beautifies* the most sallow, rough or impaired complexion.

Freshly Made and *Mailed* to any address on receipt of price, $1 per jar.

FORREST D. PULLEN
Face Specialist
318 Lewis Ave. Brooklyn, N.Y.





The skirt of your corset held snug and close—No matter what your position

If you have worn the usual long hip corset, you know how *rigid* it is. Laced while you are in an upright position, it is absolute torture when you bend or sit.

We experimented with a dozen different methods before we found the way to correct this.

A special feature of the Pomeroy Corset

The skirt of the Pomeroy Corset is controlled by intersecting *elastic* laces. These elastic straps stretch when you sit, then spring back when you rise. This gives you ease and freedom of movement at all times, and holds your corset snug and close over your hips, no matter what your position. This is no *intangible* feature—it is one you appreciate the moment you put the Pomeroy on. You can instantly feel what it does for your figure.

Another feature of the Pomeroy is the support given the abdomen. It is so designed that it *lifts* the abdomen, holds it *back,* and gives it the support it absolutely requires.

When your Pomeroy has been adjusted, you find that you have plenty of breathing space above the waist; your abdomen feels supported and more comfortable than you have ever had it; and all the flesh around your hips is controlled perfectly so that the improvement is immediately noticeable.

The Pomeroy Corset does *so much* more for your figure than you are accustomed to—it practically creates a flat back and beautiful carriage. Made to order only.

Write to-day for illustrated booklet or call at any one of our shops.

POMEROY

New York, 330 Lenox Avenue
Newark, 825 Broad Street

34 East 23d Street, New York
Opposite Metropolitan Life Building

Brooklyn, 208 Livingston Street
Springfield, Mass., 389 Main Street





WHAT THEY READ

(*Continued from page* 88)

THE MARRIED LIFE OF THE FREDERICK CARROLLS. By Jesse Lynch Williams. Illustrated. Charles Scribner's Sons, $1.50.

Does Mr. Williams really flinch at the thought of constructing a plot and giving us a seriously developed novel of incident and character? What he gives us in this thick and beautiful volume is a series of light sketches characterized by his own highly distinguished touch, by a delicate and implicative humor that is also distinctive as well as distinguished, and by tantalizing indications of insight that make the reader long to have him cast aside his hesitancy and undertake a novel complete at all points. As usual, Mr. Williams's people have an immensely well-bred air, for he seems to be a believer in the violent fiction that somewhere in New York there is a social promised land where everything in manners and point of view is conventionally as it should be, while the personages that go to constitute this little world of heart's delight are intellectually alive, gifted with wit, artistic and literary taste, and comfortable with the proud assurance of being themselves exactly the right thing.

THE GOLDEN WEB. By Anthony Partridge, Author of "Passers By," "The Kingdom of Earth," "The Distributors," etc. With Illustrations by William Kirkpatrick. Boston: Little, Brown & Co., $1.50.

It is Mr. Partridge's method in this, as in his other books, to make the whole story turn upon a single sensational motif announced in the early chapters. We know in the second chapter that a weak and desperate man has undertaken for a high contingent fee, so to speak, the task of furthering by any means in his power the selfish object of a far stronger man who has befriended him in the past, but has given up the hope of making him successful, or even self-supporting. Two chapters later we have the immediate sensational outcome of their pact, and after that other persons and conditions come in to carry on the story to the end. The tale is purely sensational, and little dependent for its effects upon elaborate indications of character or special grace of phrase, though the author writes with point and effect, if occasionally with the triumphant tone of "now see me do it!"

THE FIRE OPAL. By Robert Fraser, Author of "Three Men and a Maid." New York: Edward J. Clode, $1.50.

This is a sensational story of English and Russian life. It opens with agreeable vivacity, just as a subaltern, on leave from India, crosses a famous London thoroughfare. We are soon in the thick of fashionable society in London, and are also introduced to an anarchist meeting and to a distinguished Russian. He it is who loses and recovers the fire opal, and makes desperate love to the heroine of the tale. Later the scene shifts to Russia, and the plot thickens. As a whole, the story is neither better nor worse than a dozen of its general type. It is free, however, from unpleasant moral implications, written with sprightly ease, and not too deeply melodramatic.

HARMEN POLS. By Maarten Maartens. New York: John Lane Company, $1.50.

Here is another of Maarten Maartens' tales of Dutch farmer life, done with minute detail, but broad effect, with humor, with a sort of pathos, and with unfailing force. The story opens with the marriage of an old maid to a young adventurer, and we are soon made to understand the important material implications of the union to the relatives of the woman. All the countryside is finally involved in the story, and the variety of personages who help along the plot is one of the most conspicuous merits of the book. Our native American fiction seldom has the large scope and minute verity of such books as "Harmen Pols." Maarten Maartens writes as the assured master of his craft and of the intimate acquaintance of his characters. His Dutch country folk are by no means so dull and heavy as those of some others who have attempted to depict them in fiction, for he gives them a quick, if somewhat acrid, wit and a subtle knowledge of human nature. They are for the most part, however, squalid in morals, keen upon property, suspicious and uncharitable. The scenery of the region is indicated in brief, happy touches, and the song of the nightingale is mentioned again and again, as a sort of lyric relief to the prevailing squalor.

THE AMERICAN COMMONWEALTH. By James Bryce, Author of "The Holy Roman Empire." In Two Volumes. New Edition Completely Revised Throughout with Additional Chapters. New York: The Macmillan Company. $4 net.

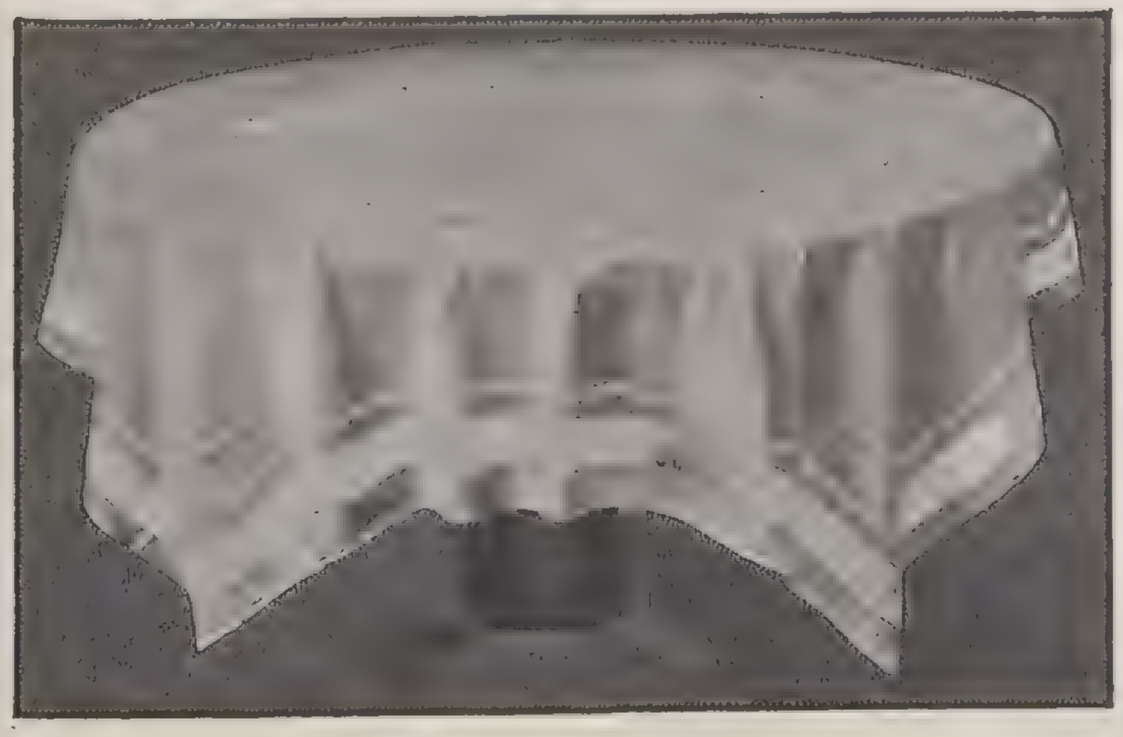
Ambassador Bryce's highly important book upon social, political and other conditions in the United States appeared in 1888, was revised and enlarged in 1893-5, and now again presents itself to the world with further revision and extension. In bringing some of his chapters up to date the author has largely contented himself with footnotes, while others have been in considerable part rewritten. Four new chapters appear in this edition, one on our transmarine possessions, one on immigration since 1888, one on later phases of the negro problem, and one on the universities.

It appears that the fact most impressive to Mr. Bryce in our development of the past twenty years is the growth of Federal activities, and the extension of the sphere of government as well in the states and the municipalities, together with the more recent trend toward pure democracy. He believes that we unwillingly became rulers of subject people in annexing the Philippines, and that we are sincerely endeavoring to discharge our duty towards them with the intent of granting them the widest autonomy at the earliest moment, but he acknowledges that our form of government is unsuited to the administration of dependencies, and that our tradition and temperament are equally against the acquisition of territory that cannot eventually be made into states of the Union.

Ambassador Bryce is not alarmed at the increase of immigration from Southern and Eastern Europe. He finds that we show remarkable assimilative power, and that our strangers of all sorts make pretty good Americans, at latest in the second generation. At the same time he recognizes the difficulties presented by the reception of this crude mass of aliens in blood and tradition into our body politic, and he expects to see more or less profound racial modifications of our people in the course of a few generations. He thinks that it would be better were admission to citizenship more difficult, not than the Federal law provides, but than some states provide. At the same time he is not alarmed at the rapid increase of the foreign vote, even in the light of the pure democratic movement now discrediting representative government. As to this movement for the extension of pure democracy, Mr. Bryce thinks it presents no cause for alarm. We are managing it pretty well, in his belief, and although he is not cordial to it as a remedy for our ills, he finds much to commend it. As to the extension of the suffrage to women, he does not expect it to come within any near period.

Those who expected from Mr. Bryce's review of the race situation in the South a strong expression against the restriction of the negro vote will be disappointed. He recognizes conditions as they are and believes that with the improvement of the

(*Continued on page* 92)



New Table Linens

We are continually adding to our Table Linen assortment the choicest designs from the best European manufacturers.

The design which we illustrate, and for which we quote prices below, is one of the newest in our collection, which comprises over 400 different designs.

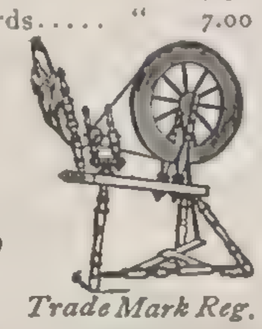
The qualities range from the most moderate priced up to the finest goods made, and in all sizes, including those for very wide and long Banquet Tables.

"Greek Key and Band" (Illustrated above)

Napkins, 22 inches.....doz., $6.25
Napkins, 27 inches..... " 9.00
Cloths, 2x2 yards.....each, $5.50
Cloths, 2¼x2¼ yards..... " 7.00
Cloths, 2½x2½ yards.....each, $8.50

The above is one of six of our latest designs in Table Linens. It will give us pleasure to mail on request illustrations of the entire number.

James McCutcheon & Co.,
5th Ave. & 34th St., New York



Trade Mark Reg.

Roso Corset Shop

Custom Corsets

ALL the latest models are on exhibition at my two shops. Every discriminating woman should call to inspect my new and exclusive corsets which produce the low bust and reduced hips now demanded by fashion.

I HAVE also a full line of ready-to-wear corsets of the latest Paris design. All materials and prices, from $3.50 upward.



MAIN ESTABLISHMENT
7 East 33rd Street
BRANCH
2281 Broadway
NEW YORK



No. 954. Embroidered Newport Collar. Price 25c.

Slater

Women's Tailored Collars. See that the name Slater is stamped on the band of all your collars.



No. 884—sizes 12 to 14½
Collar and Jabot 50c.

The newest idea for Spring wear.

If your dealer does not handle Slater collars write us. All inquiries answered same day as received.

SLATER, APPLE & CO.
28 E. 22nd St. New York

Simple Summer Dresses

Linen Suits

Mrs. Copeland
The Cambridge Building
334 Fifth Avenue
New York City

Negligees and Tea Gowns

Suit-Waists Made to Order

Beads and Spangles

All the latest materials for dress trimmings are to be seen at our Show Rooms. Our importations are carefully selected by experts.

The spangled evening gown is to be very much *en vogue* this spring. Our stock of beads and spangles is the most complete in New York City.

Send for Liberal Samples—Free.

935 Broadway, New York

RONZONE & CO

Club Cocktails

A BOTTLED DELIGHT

When others are offered, it's for the purpose of larger profits. Accept no substitute.

Martini (gin base) and Manhattan (whiskey base) are the most popular. At all good dealers.

Simply strain through cracked ice, and serve.

G. F. HEUBLEIN & BRO.
Sole Props.
Hartford
New York
London

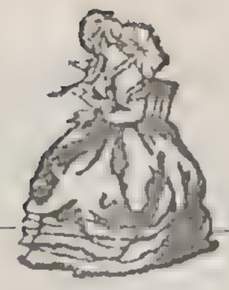




Two of our newest styles in Summer dress hats. On display and for sale at leading retail millinery establishments.

Send 2 cents for our Style portfolio, containing other drawings of dress hats and tailored models, fully described. Address Dept. R. 3

Gage Brothers & Co.
Chicago



WHAT THEY READ

(*Continued from page 90*)

colored man in education and sense of responsibility, and with other changes in the South, the suffrage will be gradually extended to the race. He finds evidences of increased good will between the races in parts of the South, and of improvement in the material condition of the colored people. He has not considered in detail their moral and intellectual status. American universities and colleges he finds to have shown remarkable growth in numbers and resources. The improvement in scholarship is less striking, and he finds that hard work is not respected by the undergraduate. On the whole, he is less optimistic about education than about many other things in our national life. It is pleasant that he finds nothing to take back in his opinion as to the agreeableness of this country as a place of residence, and his reasons for thinking it thus agreeable will be pleasing to the mass of Americans. The book as a whole is far more important and interesting than it was in its original form, and it is surely a fascinating work, whether for the American or for the stranger. It is especially valuable to those Americans whose observation, schooling and reading have not made them well acquainted with the political and social conditions and institutions of their own land. These two volumes would make far more valuable reading for the summer vacation than any half-dozen current novels, and they are hardly inferior in interest to most tales of fiction.

CHILD PROBLEMS. By George B. Mangold, Associate Director of the Saint Louis School of Social Economy. New York: The Macmillan Company, $1.25 net.

Dr. Mangold's book, a volume in the Citizen's Library series, is written from the point of view, so common nowadays, of those who believe in a wide extension of state regulation and supervision to matters that used to be left to the family. This is a natural development from the unnatural conditions prevailing in crowded cities, and in even the small or mill communities. The danger of it is that family life and personal initiative will be atrophied, and civilization will lose at one end what it gains at the other. The best modern thought holds much that is being done by way of state regulation and interference as a treatment of symptoms, and this is as true of some things done in the name of the child as of much other regulative and inspectional work. A radical and far-reaching change in the conditions behind the symptoms alone can save us from the hopeless tyranny of state socialism.

RECENT FICTION

HERMAN BERNSTEIN has made the authorized translation of Leon Andreyev's symbolistic drama, "Anathema: A Tragedy in Seven Scenes" (New York: The Macmillan Company, $1.25). The story symbolistically outlined in this curious, quiet, intense and depressing bit of embodied prose philosophy is one of devotion and ingratitude. The extreme simplicity of the language might mislead the casual reader into believing the significance of the story easy to grasp, but it is all the more difficult, perhaps, from this very simplicity.

"Hearts and Coronets" (the Macmillan Company, $1.50), by Alice Wilson Fox, is a romantic tale after the fashion of 1840, and made, one would suppose, exclusively for the delectation of the British middle and lower middle classes. It works out exactly as such a story should, and the telling of it is done in a fashion to illustrate the interesting change of attitude toward some things in the last seventy-five years, with the persistence of the early ideals.

"The Children of To-Morrow," by Clara E. Laughlin, and "Her Little Young Ladyship," a posthumous novel by Myra Kelly, announced by the Scribners for spring publication, will not appear until summer. An important new book by this house is "The Pianoforte and Its Music," by H. E. Krehbiel, the well-known critic. The Scribners also issue Lady Charlotte Blennerhassett's "Louis XIV and Madame Maintenon"; "Brazil," by Pierre Dennis, a new volume in the South American Series; "Robert Kimberly," a novel by F. H. Spearman, author of "Whispering Smith"; "The Patrician," a notable novel by John Galsworthy; "The Remarkable History of the Hudson Bay Company," by George Bryce, M. A., LL.D.; "Henry II: His Court and Times," by H. Noel Williams, and several important theological works.

"Phoebe and Ernest" (New York: Henry Holt & Co., $1.50) is a book apparently addressed to those between the ages of sixteen and twenty, though it has some episodes that seem to mark it as intended also for older persons. The two young folks who give title to the tale are brother and sister, and each parent in turn is surprised to find the children growing out of childhood. There is a good deal of natural dialogue in the tale, and some good fun. Altogether the book is unusual in its kind, with touches that seem to promise better things from the author in a more mature style of fiction. R. F. Schabelitz furnishes many illustrations in a broad style.

LITERARY CHAT

ANTONIO FOGAZZARO, who died a few days ago from cancer, after an operation, is best known to Americans by his later novels, of which "The Saint" has had a wide popularity. He was born at Vicenza, Italy, in 1842, and became known through two or three volumes of poetry before his earliest novel, rejected by the publishers and published at his father's expense, was received with enthusiasm. Since that time he has steadily grown in the love of his fellow Italians, and within a dozen years has become known to the American public. His works have been widely translated into the languages of Continental Europe. Capable critics rank his story, "Daniele Cortis," as his best, though it is not so well known on this side the Atlantic as several others. His success did not come very early, for "Malombra," his first novel, appeared when he had reached the age of forty, and "Daniele Cortis" was not published until five years later.

BOOKS RECEIVED

"The Professor's Mystery," by Wells Hastings and Brian Hooker. Bobbs-Merrill Company; $1.25.

"Me—Smith," by Caroline Lockhart. J. B. Lippincott Company; $1.20.

"The Gold Bag," by Carolyn Wells. J. B. Lippincott Company; $1.20.

"Adventure," by Jack London. The Macmillan Company; $1.50.

"Trevor Lordship," by Mrs. Hubert Barclay. The Macmillan Company; $1.20.

"The Imprudence of Prue," by Sophie Fisher. Bobbs-Merrill Company; $1.25.

"Love and Marriage," by Ellen Key. G. P. Putnam's Sons.

"French for Daily Use," by E. P. and R. F. Prentys. William R. Jenkins Company.

"The Wife Decides," by Sydney Wharton. G. W. Dillingham Company; $1.50.

"The Mansion of Mystery," by Chester K. Steele. Cuppler & Leon Company; 90 cents.

"Love Under Fire," by Randall Parrish. A. C. McClurg & Co.; $1.35.

"Wandering Ghosts," by F. Marion Crawford. The Macmillan Company; $1.25.

"The Colonel's Story," by Mrs. Roger A. Pryor. The Macmillan Company; $1.20.

"Social Adjustment," by Scott Nearing, Ph.D. The Macmillan Company; $1.50.

"The Bramble Bush," by Caroline Fuller. D. Appleton & Co.; $1.25.

REDUCE YOUR FLESH

The safe and speedy way is to use

DR. JEANNE WALTER'S FAMOUS MEDICATED RUBBER GARMENTS



HIP BELT, for reducing the hips and abdomen. **UNION SUIT, reduces the entire body.** **ETON JACKET, reduces bust** CHIN AND NECK BAND, removes double chin and superfluous flesh on the neck. **LONG JACKET, reduces bust, hips, back and abdomen** **PANTS, for reducing limbs**

NECK AND CHIN BANDS, **$3.** CHIN BANDS only, **$2.**

These garments reduce wherever it is desired, and are endorsed by physicians as absolutely harmless. *Send for Illustrated Literature*

DR. JEANNE WALTER, Inventor and Patentee, Dept. A, 45 W. 34th St., New York

San Francisco Office, 166 Geary Street. Philadelphia Representative, Mrs. Kammerer, 1029 Walnut Street.

The Heroine *of* "The House *of* Mirth"

finding herself thrown suddenly on her own resources, could discover no occupation that would yield an adequate living to a gentlewoman untrained in any business or profession.

Perhaps you know of some woman in similar circumstances who is seeking a pleasant and dependable manner of earning a regular income. If so, we urge that you send her name immediately to the Editor of VOGUE, so that full particulars of our new opportunity may be laid before her.

The work to be done concerns itself chiefly with the subscription interests of VOGUE. The rewards depend entirely on the industry and perseverance of the candidate.

Our letter of particulars outlines some of the novel features of this opportunity—and we will consider all inquiries entirely confidential. Address;

The Editor, VOGUE, 443 Fourth Ave., New York

ESTABLISHED 1818

Brooks Brothers,

CLOTHING,

Gentlemen's Furnishing Goods,

BROADWAY COR. TWENTY-SECOND ST.,
NEW YORK.

Dress and Sporting Garments for the Spring. Riding Suits and Odd Breeches, Norfolk Suits and Odd Knickers, English Hats, Shoes, Haberdashery and Leather Goods, Homespun Coats, Mackintoshes, Polo Ulsters, Blazers. Liveries for house, stable or garage.

Send for illustrated catalogue



COLGATE'S CASHMERE BOUQUET TOILET SOAP

The word "Colgate" on soaps means more than "Paris" — better quality at better prices.

COLGATE'S CASHMERE BOUQUET SOAP

is as delicate as it is delightful. Its fragrance has charmed two generations of discriminating users.

Send for our dainty VOGUE PACKAGE of Colgate's Dental Cream, Cashmere Bouquet Talc Powder and Toilet Soap.

Mailed on receipt of 12 cents in stamps.

Colgate & Co., Dept. 45
199 Fulton St., New York

CASHMERE BOUQUET



ON HER DRESSING TABLE

TWO small glass jars that lie before me as I write give little hint of the value represented by their delicately perfumed contents. Although dainty in appearance, even this attractive outward form hardly prepares one for the effect that the snowy cream and lotion have upon the skin when used in conjunction. Their usefulness is based upon the fact that they are compounded for the elimination of wrinkles and for making the skin firm and smooth. The lotion, an excellent tonic, acts as an astringent and restores flabby skin and wasted tissues to a healthy condition, effacing wrinkles, crowsfeet and lines at will. The price of this lotion, as well as of the cream, is $1. The latter is an extremely fine unguent which sinks into the skin, and disappears, leaving the latter with a soft, velvety transparency, but without the least trace of shine. It is claimed for the cream that it contains nothing injurious.

AN EXCELLENT SHAMPOO POWDER

So universal has the need become of finding a reliable tonic and hair restorer that the subject is one that appeals to large numbers of women, and men as well. As the scalp must be kept clean to be healthy, a first requisite is a good shampoo powder or liquid. The intervals between the washings should vary with the character of the hair; if naturally very oily, not more than ten days or a fortnight should intervene; but if the hair is very dry, it may be left for a period of three weeks, or even a month. The hair should be parted in the middle and braided in loose strands before washing, to prevent its tangling or breaking. The head should then be wet with warm water to soften the scalp before applying the mixture for shampoo and be rubbed gently with the hands and finger tips; the scalp should never be touched with the nails, and excessive surface friction should be avoided during the process of washing. The lather formed must be worked thoroughly through the hair and over the scalp before rinsing them several times in clear water. A cleansing and agreeable mixture for shampoo can be bought for 25 cents a package, and is recommended for its many beneficial qualities. It promotes a healthy action of the glands, dissolves secretions of the pores and is thorough in its cleansing properties.

THE BENEFIT OF MASSAGE TO THE SCALP

This method of stimulating the circulation has superseded the old-fashioned brushing, which is not now approved by many who have given study to the various methods of hair care. One of the chief objections to the brush is that it is a famous preserver of microbes, and the scalp may thus be reinfected with injurious dandruff just eliminated through shampoo and tonics.

Massage has, however, been a much misapplied term in late years. It has come to such a pass that anyone with the merest smattering of the art professes to be a masseuse. So much thought, magnetism and personality may be brought into play in this one feature of hair care that it would astonish many of those who fancy they have fully mastered the details of this famous treatment. The healthy condition of hair depends largely upon the condition of the circulation of the scalp, for its chief nourishment is derived from the many minute blood vessels situated in, and about, the follicles from which the hair shafts have their growth and nourishment. Loss of hair is frequently the result of anaemia of the scalp, and in such cases massage in connection with a good tonic would be of inestimable benefit.

A WELL-KNOWN HAIR TONIC

Once a day a tonic should be applied where the hair is falling in quantities or already very thin. It is with pleasure that I recommend a certain excellent preparation for this purpose, which is greatly beneficial. It is pleasant to use, imparts a healthy lustre to the hair, keeps it in fine condition and prevents it from falling out. The price is $1 a bottle. It has a long-established fame, and is as well, or even better, known in England than it is in America. For all ordinary cases it will be found sufficient and satisfactory from every point of view, but unfortunately there are cases where a real ailment of the scalp itself must be treated; instances when the hair has fallen for so long that some very drastic means are needed to set matters right again, and where no ordinary tonic will reach the root of what is wrong. In such cases of chronic disease, or where excessive dandruff has become a menace, scalp specialists unite in thinking crude oil one of the very best remedies to be employed, but owing to its disagreeable odor and the oily condition in which it leaves the hair, it does not meet with general approval.

NAIL BLEACH

No manicuring outfit can be considered complete without including a good nail bleach, for stains collect under the nail at times, and often there is a condition of chronic yellowness difficult to overcome by other means. An excellent bleach containing no acids, yet sufficiently powerful to remove all stains from the nails and eliminate surplus cuticle, is to be applied with an orange-wood stick wound with cotton. Best of all, it causes no brittle condition of nail or dry cuticle, as do some of the other less worthy preparations of like nature.

THE FROU-FROU NIGHT-CAP

The term night-cap is apt to suggest an anything but pleasant picture of hairless and decrepit old age, but very recently all this has been changed by exquisite lace and mull affairs which have been taken up by modish women. They are becoming and dainty—two important requisites—offer an excellent chance to perfume the hair by the means of sachets sewn inside the border, and protect one from catching cold from drafts during the night. Not only this, but surely one looks better with a filmy, lace-bordered bit of daintiness on the head, that falls in soft frills about the neck, than in the disheveled locks of early morning. And when the cap is removed, the hair emerges, neat and tidy, unsnarled or tumbled after the night's rest. Pretty little affairs of dotted swiss, trimmed with pink satin bows and ribbons, are to be had for $2, each having a small, but fragrant, sachet sewn inside the border of the frill. In India silk these bring $3, and the sachet powder sells for 35 cents a packet. The latter is especially recommended as an Oriental production of excellence; it comes in parcels four times the size mentioned for $1.

A RARE, IF COSTLY, PERFUME

Nothing of finer quality or more delicious in scent has been offered for many a day than a new perfume lately imported from one of the most famous ateliers of Paris. Like all scents, it is difficult to describe, but of its fascination I cannot speak too highly, and I have definitel. adopted it for my own particular use. The fragrance is entirely new and distinctly refined in character, searching in quality and of an indescribable sweetness thoroughly removed from any of the cloying heaviness which is sometimes found in even the most expensive productions. This is indeed an ideal perfume, exquisite and unique. The price is high, $9.50 being asked for the very large bottles, and something over $4 for those of usual size, but in perfumes no woman can afford to think too much of price, since this is the means best suited to suggest her own personality. Of course the bottles are very beautiful in cut and form, handsome gilt caps covering the flat stopper to prevent any evaporation.

[Note.—Readers of Vogue inquiring for names of shops where dressing-table articles are purchasable should enclose a stamped and addressed envelope for reply, and state page and date.]



COLGATE'S CASHMERE BOUQUET TALC POWDER

The famous Colgate Talc is safest and best for you and your children.

COLGATE'S CASHMERE BOUQUET TALC POWDER

The box is that which Tiffany & Co., by permission, reproduced in gold and silver.

Send for our dainty VOGUE PACKAGE of Colgate's Dental Cream, Cashmere Bouquet Talc Powder and Toilet Soap.

Mailed on receipt of 12 cents in stamps.

Colgate & Co., Dept. 45
199 Fulton St., New York

CASHMERE BOUQUET



POOLEY CO.

DECORATORS AND FURNISHERS

Madison Ave. and 31st St.

New York

FACTORY: **PHILADELPHIA, PA.**

Cluzelle Brothers

LEADING HAIR IMPORTERS OF NEW YORK

Telephone
1306-1307 Gramercy

60-62 West 22d Street, New York



Coiffure de L'Opera

The newest artistic coiffure for opera or theatre, combining our original Psyche Nouveau with or without separate curls, and our Transformation Pratique.

Transformation Pratique

No matter how thin your front hair is you can adopt the new mode if you wear one of our feather-weight transformations which add greatly to an attractive coiffure.

Ondulation Marvel, Shampooing, Manicuring, Hair coloring, Facial and Scalp Massage. Expert Operators. Particular attention given to gentlemen's toupees.

Cluzelle Brothers,
60-62 West 22d Street, New York

The Schwartz Corset

Fashions the Figure

That the Corset is the most important garment in a woman's wardrobe and must be selected with the greatest care is now an accepted fact.

But the Corset can accomplish its mission of molding and supporting *individual forms* only when it is CUSTOM MADE, and then only when it is fitted by one qualified through skill and long experience.

The secret of the unvarying standard of perfection maintained by the **SCHWARTZ CORSET** may be attributed to the fact that

MME. SCHWARTZ

Originator and Designer of the Schwartz Corset

Personally Conducts All Fittings

Spring and Summer Models for all Requirements Executed at Short Notice.

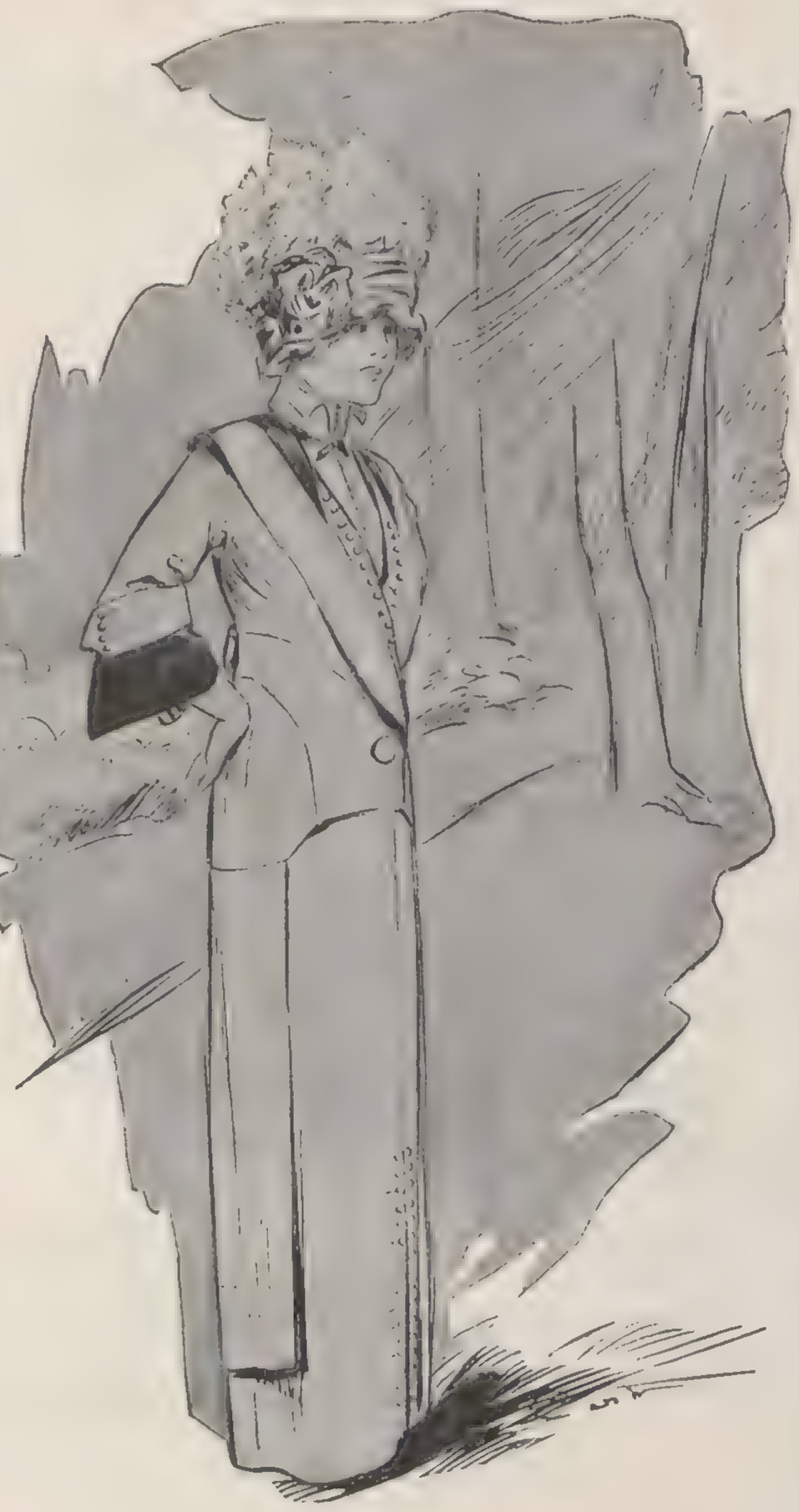
Your Inspection is Invited

MME. S. SCHWARTZ

Corsetiere

12 West 39th Street, New York

Phone, 4882 Murray Hill



This Paquin costume is one of a large collection of imported models which we are now showing.

The suit illustrated is made of tan homespun, trimmed with velvet and buttons of self material on embroidered buttonholes.

$125.00

BERGDORF & GOODMAN CO.
Custom Tailors and Dressmakers to Women
FURS AND MILLINERY
32 WEST THIRTY-SECOND STREET 32
TELEPHONE 4240 MADISON SQ
NEW YORK.



In the PHILADELPHIA SHOPS

(*Continued from page 55*)

alighted, with the white cardboard message in his beak. He is surely an enchanting little bearer of one's name. A dozen of these birds may be had for $1.25.

FOR THE TEA TABLE

A novel variety of strainer for the tea table comes in the form of a little basket of silver wickerwork, suspended on a long handle. The fine mesh of the wickerwork catches the tea leaves. With this article comes a little glass bowl, rimmed with silver and set upon three tiny glass ball legs. When the strainer is not in use, it can be allowed to drip into this bowl. The whole costs $1.50.

NOVELTIES IN A LUSTROUS CHINA

Special dishes for a particular use are always of interest to the hostess. There is now on sale a quaint little dish for honey, shaped like a beehive on a three-legged stand; it is of a good Irish ware in a lustrous white. The surface is rough, as in a real beehive, and, to add to the realism, several little crawling bees are painted on it. A few green shamrocks give a touch of color near the base. This dish costs $2.50. Fine teacups of the same ware, with the shamrocks minus the bees, are $1.25 each. A tiny cream pitcher and sugar bowl come to match for $1 each.

FOR THE LITTLE HOSTESS

A diminutive tea set comes in a pretty Austrian china. The two baby cups, the teapot, pitcher and sugar bowl are decorated with gay pink rosebuds. The entire set is placed upon a tray of the same ware. The cost is $1.25.

SPLENDID VALUE IN WHITE AND GOLD CHINA

While on the subject of dishes, I should like to speak of a complete set in gold and white for $24. It comprises one hundred and eight pieces, and it is of English earthenware (Westwood). The decoration consists of a narrow gold band drawn along the outer edge of both plates and cups; a still finer band of goldwork outlines the inner edge of the plate rim. Simple in finish and austere in shape, these dishes are an excellent choice for everyday use at the breakfast and luncheon table.

PUNCH SET AND STAND

For the convenient serving of lemonade and punch there comes a very complete set. The material used in its making is Kayserzinn, a metal like hammered brass in appearance with a dull Colonial finish. The deep bowl is placed upon a slim-legged table of stained wood, and encircling the bowl are twelve punch glasses of fine crystal, decorated with a delicate etching. The table is finished with the softened metal, and a graceful ladle of the same material is fitted into a notch at its side. Within the metal bowl is a glass lining, with ample space between the two for cracked ice. A lid of Kayserzinn covers the bowl when it is not in use. At a cost of $50 the entire outfit may be had—a good-looking as well as useful piece of household furniture.

SUMMER EVENING COATS

Recent importations show variety and beauty in this season's models. One coat of crêpe météore is in a soft tone of American beauty pink, price $110. The upper part of this wrap ends at the Empire waistline, where it is joined to the skirt portion, the latter laid in fine gathers. This upper part is of night-blue satin bordered by a deep band of Oriental embroidery in odd shades of blue and gold, below which is a border of the rose-pink satin. A roll collar of the blue satin finishes the neck, and the lining throughout the coat is of the same material. The shoulder piece is drawn down over the arm to form a short pointed sleeve, which displays an inner cuff of deep-blue satin. The coat fastens low at the front by means of two Oriental buttons made to match the rich Oriental banding. The gorgeous effect of the color combination can scarcely be surpassed.

A MODEL IN LICHEN-GREEN

For $125 comes another handsome coat of soft satin messaline in an odd lichen-green, slightly grayish in tone. The trimming consists of two broad bands of heavy silver lace in an intricate design. These are laid, one across the shoulders, in collar effect, and the other across the front at the high waistline. Full revers of metal-gray satin cover the entire bodice front, terminating under the silver motif. A band of the gray satin runs down either side of the opening, and deep turned-up cuffs of the same are trimmed with satin-covered buttons to match. The back is straight in line and untrimmed, and the sleeves are of the kimono variety.

A HANDSOME EFFECT OF DULL GOLD TRIMMING

If French beaded work is used in the trimming, the cost is still higher. Such a design, in square-shaped, dull gold spangles and tiny gold beads, is applied to one of these coats, and, because of this rich embellishment, the price is brought up to the $175 mark. The color effect is very striking—pure white satin lined with satin of a shining gold color. The gold beads and spangles are embroidered on the satin to form a broad band about the hips. They also form a deep shawl collar, topped by a little lace hood that drops down in a heavy gold tassel. The front is finished by two long stoles, bead-embroidered and weighted with gold tassels. The cuffs are of gold-colored satin, trimmed with a band of gold filet lace, and a similar band of lace is run along the inner edges of the coat opening.

WRAP OF PEACH-BLOW MARQUISETTE

A similar beaded trimming is carried out on a coat of peach-pink marquisette. The deep shawl collar is of real lace, brought into relief by a lining of black marquisette. The quaint shirred sleeves are also bordered with black. The gold spangles and beads are arranged in bands along either side of the opening; they finish the sleeves and border the skirt bottom, above and below a lace inset at the back. A pretty effect is given to the silhouette by a massing of tiny gathers at the bottom of the front breadths. This coat is well worth the $165 asked for it.

THREE USEFUL MODELS IN BLACK

Another marquisette coat in black costs only $49.50. Its deep shawl revers of black satin are held in at the left of the waist under a large black satin daisy. The collar, also of black satin, is topped by a narrow one of wide black and white stripes, cut on the bias. A similar combination of materials is carried out in the cuffs. The bottom of the coat is gracefully sloped away on either side of the opening at the front and edged with a graduated band of the black satin. At the back the hem is gathered in under a satin band. Black braid buttons constitute a trimming. The transparency of the unlined marquisette is lovely in effect when seen over a rich-hued gown. This model will be made up in any other color for the same price.

A charming model in black satin, designed primarily for an older woman, is made on noticeably straight lines. The trimming consists of a deep collar, revers and cuffs of handsome silk-embroidered lace in black over white. Stoles of white satin, rolled and veiled in black chiffon, with heavy tassels of gold and silver cord, hang down the front. The bottom edge is shaped in three graceful curves, one at the back and one on either side of the front. The cost of this coat is $75.

The new hood collar, drawn over the shoulders in bertha effect, is featured in another imported model, also at $75. Of soft black satin, a note of color is struck in the collar, revers, cuffs and coat lining, all of a lovely tone of old rose. Above either cuff is a narrow plaiting of black satin, and the fastening at the front shows a single button of black satin covered with cobweb threads of old rose.

A Good Corset Is Not Enough

The contour of the figure and the fit of the gown *above* the corset can make or mar any woman's appearance. The function of the DeBevoise is to give stylish lines, graceful carriage, and a perfect dress foundation where the corset has no effect—and corsets are cut lower today than ever.



Style 1935 for stout figures, open front. Imported French Mesh boned with Walohn, lace trim, $1.50.

Large illustration shows Style 1952 for medium figure. Open back. Fine Batiste profusely trimmed. $1.00.

100 other styles 50c to $5.00 each. Open front or back. Black or white. Three lengths, 32 to 48 bust. Batiste, Nainsook, etc. With DeBevoise invisible rust-proof boning, reinforcing arm-shields, adjustable corset hook, etc. All varieties of dainty trimming.

DeBevoise

(*Pronounced* "debb-e-voice")

The best dressed women everywhere—of every figure—prefer the DeBevoise to any other Brassiere because the DeBevoise is the perfected result of the most experienced and skilled Brassiere makers in the world. A work of art in shape, style and finish. The DeBevoise was the original—the pioneer Brassiere and is still the best. It has many imitators, but no equal.

Every DeBevoise is labeled and guaranteed to give absolute satisfaction as to fit, effect and wearing quality. There is a DeBevoise style specially designed for every kind of figure—stout, medium and slender. Ask your merchant for the DeBevoise style best adapted to your own figure. Don't say "Brassiere"—say "DeBevoise"—and decline imitations. If your dealer will not supply you with the DeBevoise, write us.

Send to-day for our beautiful illustrated booklet of 100 different styles. Sent to you free on receipt of your dealer's name.

Chas. R. DeBevoise Co., 33-F Union Sq., New York



DeBevoise Brassière

Look for this Label



No. 82
"Colonial Slipper,"
Made in Ideal Kid, Vici Kid or Colors. Louix XV Heel.

Exclusive Footwear To Your Order

Made in any design to match your gown, cloak or hat. ¶ Write for illustrated catalog V and measurement blank. Fit guaranteed.

E. HAYES
Ladies' Custom Shoes
9-11 West 29th Street
New York
Bet. Fifth Ave. and Broadway

THE NEXT TIME

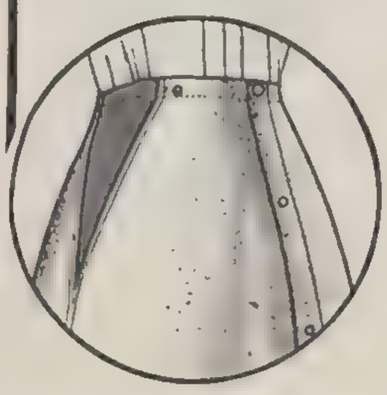
you visit a *department store* call at the petticoat department and examine the

"KLOSFIT" *Petticoat*

Your woman's discernment will convince you that the *Klosfit* will at once remove every petticoat annoyance.

No more bunching, sagging or wrinkles to spoil a gown's appearance. No more draw strings to come untied or pull out. A simple snap of a glove clasp fastener at the back and your petticoat is adjusted till you're ready to remove it. **The jersey-cloth elastic-top gusset shown below is the secret of *Klosfit* effectiveness.**





Made in all petticoat fabrics in prices ranging from $1. to $10.

Sold wherever fashionable women shop.

Manufactured by GREENWALD BROS., Inc.
37 West 26th St., New York

CRÈME SIMON

Absolutely unrivalled for the care of the skin

A SKIN FOOD
A FLESH WHITENER
A COMPLEXION REFINER

It soothes and heals chapped hands and lips.

It nourishes by cleaning out the pores.

It softens and whitens the skin and gives that fresh youthful effect so much to be desired.

It is a greaseless cream and hence instantly removed by cold water.

It serves the entire family, from baby to father, who will find it delightful after shaving.

Its dainty patrons are legion and if you are not familiar with

CREME SIMON

you owe it to yourself to at least

TRY ONE JAR

You get "FACE" VALUE
All druggists and dry goods stores can supply it at

50c., 75c. and $1.00

Poudre Simon—exquisite face powder, white, flesh, pink or brunette—in Violette, Heliotrope or Marechal Odors; 75 cents a large box.

Savon Simon 50 cents a cake—hygienic soap completes the treatment; the three are known as the

American Beauty Trio

Send for Dainty Booklet and Sample Offer 405, Free on Request

J. SIMON & Cie. 2 Cliff Street N. Y. C.

Are you sure the Foods you buy are Clean Made?

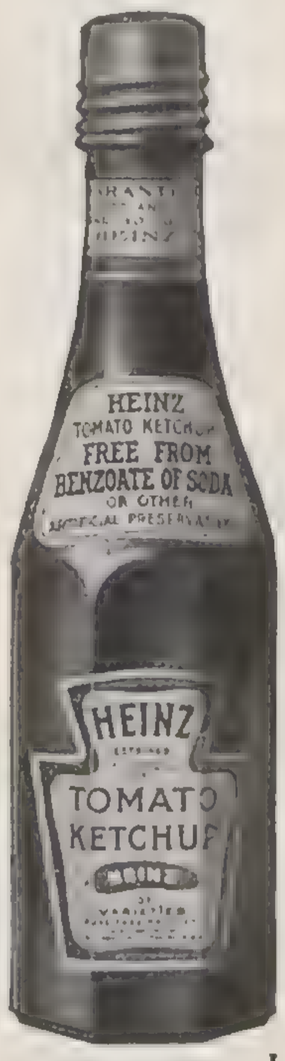
It is possible to have cleanliness without quality, but you cannot have quality without cleanliness. In Heinz 57 Varieties you have both cleanliness and quality in the highest degree.

The floors and work-tables in the Heinz Model Kitchens are as white as thorough scouring can make them. Walls and windows are spotless. Workers are cleanly uniformed—even their hands being cared for by manicurists employed especially for the purpose.

Every tin—every bottle, jug, jar or crock, is sterilized before being filled. The fruit, berries, pickles and olives in Heinz 57 Varieties are grown on Heinz farms or under Heinz supervision. All vinegar and mustard used is Heinz made—even the imported spices are especially ground in Heinz Kitchens.

Foods prepared in this way are not only pure, but do not need any drugs to preserve them. For this reason

HEINZ
Tomato Ketchup
Contains no Benzoate of Soda



During the past twelve months the U. S. Government has condemned thousands of dozens of so-called Tomato Ketchup, consisting "in whole or in part of a filthy, decomposed and putrid vegetable substance." *Every bottle of this ketchup was preserved with Benzoate of Soda.*

The law requires the presence of Benzoate of Soda in a food to be stated on the label. If you prefer ketchup made from fresh, ripe, whole tomatoes, with pure vinegar and spices, by clean people in clean kitchens, avoid the kinds labeled *"Contains one-tenth of one per cent. of Benzoate of Soda."*

Read Carefully All Food Labels

Other seasonable suggestions from the 57 Varieties are Mince Meat, Fruit Preserves and Jellies, Tomato Soup, Cranberry Sauce, Euchred Pickle, Baked Beans, Apple Butter, etc., etc.

H. J. HEINZ COMPANY

Distributing Branches and Agencies Throughout the World

Member of Association for the Promotion of Purity in Foods.



Henner's "Ideal Head," showing a young girl in a blue drapery, recently bought by Knoedler

A R T

A Judicial Quiet Follows the Academy's Opening Fanfare—Increasing Number of Independent Exhibitions—Bogus Innesses

EXHIBITIONS NOW ON

New York. American Fine Arts Building. Spring Exhibition of the National Academy of Design.

Metropolitan Museum of Art. Arms and Armor.

Hispanic Society. Prince Troubetzkoy.

Durand-Ruel's. Edouard Manet.

Montross Gallery. Ten American Painters.

Macbeth Gallery. Ben Foster, Albert L. Groll, Leonard Ochtman, Chauncy F. Ryder and Gardner Symons.

Knoedler Gallery. Whistler etchings.

Keppel Gallery. Etchings and engravings.

Kennedy Gallery. Etchings and engravings.

Lenox Library. Paris in etching.

Cottier Gallery. The Great English Portrait Painters.

Fisher Galleries. Old masters.

Ehrich Gallery. Old masters.

Kleinberger Gallery. Old masters.

Charles of London. The Mannheim Collection.

American Art Galleries. The John La Farge Collection.

Society of Beaux Arts Architects Rooms. An independent exhibition.

Berlin Photographic Company. Arthur R. Freedlander.

Photo-Secession Gallery. Cezanne and Picasso.

Buffalo. Albright Gallery. The Richard Canfield collection of the works of James A. MacNeil Whistler.

Philadelphia. Pennsylvania Academy of the Fine Arts. Annual exhibition of the "Academy."

Newark. Newark Museum Association. Paintings of New York City.

Washington. Congressional Library. Japanese Prints of C. S. Nowes collection.

New York. Fine Arts Gallery. The American Water Color Club's annual exhibition. April 27th to May 24th.

Chicago. Art Institute. Annual of Chicago Architectural Club and Salon of American Federation of Photographic Societies. May 7th to 24th.

Pittsburg. Carnegie Institute. Fifteenth annual international exhibition of paintings. April 27th to June 30th.

Rome. United States Pavilion. International Exposition. Paintings, water-colors, pastels, miniatures, drawings in black and white and small sculptures.

EXHIBITIONS TO COME

PICTURES AT THE SPRING ACADEMY

NOW that the National Academy of Design exhibition has been open to the public for several weeks and the heralding noise has somewhat subsided, it is perhaps well to resurrect interest in it. The Academy has given evidence of its good faith, of its righteous intentions, and it has promised to do as well, yes, and better, in the future.

The closed clique has parted enough to allow the entrance and acceptance of a little of the element that, to the Academy certainly, must be considered foreign and detestable.

There is perhaps more of the modern in this collection—a greater show of the light of day as nature renders it—high-keyed pictures and a greater number of pictures free and facile in execution that flirt with realism and truth. Realism and truth, these are terms that have been omitted as often as the really good from the Academy

(*Continued on page* 100)

NEW BUILDING



By Special Appointment to all Royal Courts of Europe

Redfern

ANNOUNCES FURTHER
ARRIVALS OF LATEST
SPRING MODELS
FROM HIS PARIS ATELIER
ALSO FROM OTHER
FAMOUS DESIGNERS

GOWNS
SUITS
WRAPS

3 East 48th Street
New York
First building from
Fifth Avenue

Also at
PARIS
LONDON
EDINBURGH
NICE, CANNES
MONTE CARLO

HOLDEN'S

PUMPS and
BILLY BURKE
TIES
HUG THE HEEL



They are built on perfect fitting models designed especially to prevent heel slipping.

We illustrate over sixty of our latest Spring fashions in our new style guide "Inside Information", ranging in price from $3.00 to $6.00.

This booklet or our large complete catalog will be mailed free upon request.

Our policy is based on prompt service and guaranteed satisfaction.

Over forty years of conscientious shoe fitting has made HOLDEN'S Footwear famous the world over.



N. B. HOLDEN

INCORPORATED

Established over 40 years.

225-231 State Street
Chicago, Ill.

Guard Against the "MOTOR FACE"

Don't use water on face and hands after a motor trip. That draws your skin and will ruin your complexion.

The most effective way to clean and protect the skin is to apply

Harriet Hubbard Ayer's LUXURIA

before and after the motor trip. Luxuria will cleanse the skin of all impurities and preserve its youthful charm and texture. It leaves the skin smooth and velvety. It penetrates the skin pores more effectively than any other cream and does not contain a single ingredient that will injure the most delicate complexion. It will not grow hair.

Always keeps Luxuria in your motor kit and on your dressing table—50 cents a jar.

For sale at all good toilet counters or by mail, 60 cents.

Harriet Hubbard Ayer

317-323 East 34th Street
New York

LA MIRA
Hair Coloring

is the only satisfactory hair coloring. ONE application will restore gray, faded or bleached hair to its natural color. La Mira will not fade nor rub off. It is permanent and cannot be detected.

La Mira comes in Black, Brown (dark, medium, light), Auburn (dark or light), Drab (dark or light), Blond.

For sale at all toilet goods counters in department and drug stores. Or we will send direct prepaid on receipt of price—$2.

Harriet Hubbard Ayer, Selling Agent
317-323 East 34th St., New York

"Shoe Elegance" so essential to the well-gowned woman, is assured by the use of

Largest in Variety

Whittemore's Shoe Polishes

Finest in Quality

THE ONLY perfect preparation for cleansing and polishing Men's, Women's and Children's Shoes of ALL kinds and colors

THEY BEAUTIFY AND PRESERVE THE LEATHER

Do not soil the clothing or grow sticky



"Gilt Edge"

For Ladies' and Children's Shoes, the only black dressing that positively contains OIL. Softens and preserves. Imparts a beautiful lustre. Largest quantity, finest quality. Its use saves time, labor and brushes, as it SHINES WITHOUT BRUSHING. Always ready to use. Price 25 cents.
"French Gloss," a smaller package, 10c.

Liquid Suede Dressings

For cleansing and recoloring all kinds and colors of suede and ooze leather footwear, also buck and castor. Put up in all colors. Also in powder form (all colors). No waiting for shoes to dry. No matting down of the nap. In sifting top cans.
We recommend for BLACK suede shoes the liquid; for ALL other colors the powders. Either kind 25c.



"Dandy"

Russet Combination. For Cleansing and Polishing Russet, Tan or Yellow Colored Boots and Shoes
A cleansing fluid and paste for polishing in each package. Large size 25 Cents.
"Star" Russet Combination same as "Dandy," smaller size. Price 10 Cents.
Also Polishes for Red, Brown, Gun Metal, Green and Blue leather shoes. *Same sizes and prices.*



"Elite"

Black Combination
The only first-class article for "Box Calf," Kid, "Vici Kid," and all black shoes. The ONLY polish endorsed by the manufacturers of "Box Calf" Leather. Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes. Price 25 cents.
"BABY ELITE," a smaller package, 10 cents.



If your dealer does not keep the kind you want, send us his address and price in stamps for a full size package

Whittemore Bros. & Co., 20-26 Albany St., Cambridge, Mass.

The Oldest and Largest Manufacturers of Shoe Polishes in the World.



That complete satisfaction which only the perfect Perfume can afford is experienced by the woman who knows the delight of Burtonia's superb fragrance. It is a fragrance totally different from that of ordinary Perfumes.

Burtonia is more delicate, more lasting, more satisfying than any other Perfume, and possesses that much-desired characteristic, individuality.

Costs $3.75 for a 2-oz. bottle.

Ask for it at Macy's; Gimbel's; Abraham & Straus (Brooklyn); Scharer's, 58 E. 34th St.; Dorn's Pharmacy, 676 Columbus Ave.; Belsinger's, 15 W. 45th St.; Wasself Pharmacy, 4239 Broadway; Gilbert's, 527 Fulton St., Brooklyn; or at any high-grade perfume counter.

Send us 10c. in stamps, and we will mail you a small sample bottle of Burtonia.

W. BURTON & CO.
75-77 Barclay Street,
NEW YORK



Dr T. Felix Gouraud's

ORIENTAL CREAM

No woman can avoid the lines and wrinkles of age, but she can hide their disfiguring effect without the slightest harm or the least detection by using

Gouraud's Oriental Cream

the unsurpassed Magical Beautifier, which for 64 years has been the premier preparation for the skin; the never-failing preservative, the one toilet requisite which cures with perfect safety all skin troubles.

Its tonic effect is as surprising as its beautifying powers are magical. It is a protection against sun and wind; a preventative of disfiguring skin eruptions. It soothes, softens, and refreshes as no other skin preparation can do. It does not make the old look young, but makes them pleasing to look at, while it aids youth to preserve its freshness.

Price $1.50 per bottle

For sale by every good druggist and department store or sent direct on receipt of price.

Follow up the good effect of *Gouraud's Oriental Cream* with

Dr. T. Felix Gouraud's

Italian

Medicated Soap

It is the most luxurious and most efficacious toilet soap on the market to-day.

Price 35c per cake

All dealers or by mail prepaid.

Send 10c in stamps for a book of

Gouraud's Oriental Beauty Leaves

a handy little volume of perfumed powder leaves which can be slipped into the purse and used in any emergency.

FERD. T. HOPKINS, Proprietor
37 Great Jones St., New York

ART

(*Continued from page 98*)

exhibitions. Evidences thereof should be more numerous now. That they are not is due as much to the cramped conditions under which the Academy is forced to work as to the fact that a large majority of the independents in art, that are mostly realists here, absolutely refuse to send their works to the Academy, and due, too, to the many independent exhibitions that, like mushrooms, crop up everywhere, and that are friendly to the realists and the moderns to an extent that the Academy could never equal.

But nevertheless the Academy this year, with the number of its contributors reduced, and fitted, more or less, within the artistic boundary lines which the Academicians have drawn, has much in it that is worth seeing. Worth seeing from enough points of view to render satisfaction to the young and the old, the insipid and the deep.

Versatility is one virtue that the Academy displays not infrequently. That must be said for it—despite that often enough this versatility must be viewed through the stained glass of mediocrity. But it is not fair to review the Academy exhibitions as entireties—they are never wonderful, nor beautiful, nor even good as such. They are crazy-quilts made up of many-colored silks, satins, calicos and prints.

The catalogue of the present exhibition contains 371 numbers. Of this amount 327 are paintings and the remainder sculpture. You expect dissonances here; you find but few. Such works as those contributed by Ernest Lawson, Jerome Myers, George Bellows, Daniel Garber and his coterie from Pennsylvania, Robert Spencer and Charles Rosen make them. Hassam, too, who occupies John W. Alexander's presidential space in the exhibition—the place of honor—might be included in that group.

His Springtime in the City, with its inspiring optimism, youthfulness and kindly generosity in interpretation, is one of the better pictures. So much that is cut and dried, that follows coldly calculated prescriptions, must be waded through and accepted that one comes upon it with the glad cry of relieved anguish. It is a happy note and a free one. Its charm sprouts from the fertile earth of his individuality. The rest of the pictures show little individuality.

One must except those painters already mentioned and a few—a very few—others. This is not said in detriment to the Academy—far from it. The Academy is an official institution bearing the name "National," and must, from that very fact, frown upon everything that is individual, because things that are individual may be revolutionary.

JEROME MYERS THE ARCH-OPTIMIST

A word about the two contributions of Jerome Myers, who is too often spoken of as the direct antithesis of such men as Hassam who idolize sunlight and see of happiness in the shade, little or none. Myers has to do with shade and equally with that happiness that is the synonym of sunlight. That, because nature unaided by the joy of material splendor inspires it.

Myers in these pictures, as in many another of his, takes the filth of New York's East Side, the tiny, ill-fed brats sprawling there in poverty, and turns it into a veritable paradise. Not the fictitious paradise of the idealist who would build castles in Mulberry Street, but that of the realist who sees and understands the "seamy side," bewails it a little, perhaps, and yet is able to appreciate the joy that may come into it as into every sort of existence.

If Hassam who paints comparative Elysian fields is an optimist, then Myers is an arch-optimist—the man of all optimists best fitted of the kingdom of optimism to wear its purple robe and carry its sceptre.

Apart from either of these men is the Pennsylvania coterie, once inspired by Edward Redfield, who resigned recently from the Academy, and now by Daniel Garber. There are two, besides Garber, represented here—Robert Spencer and Charles Rosen.

Garber is the decorator of the three. The disciples, if they are disciples, are like him in color and manner—not in manner of arrangement, for they are rather copyists of nature in form, outline, while Garber, with the license of the decorator, improves upon its impromptu arrangements or else makes the most of them through the faculties so much lauded by Whistler—omission and selection. But there is nothing of Whistler in Garber's work.

Old Josiah Wedgwood would have found much to admire in Garber. They have traits in common—many of them. One was cold, seeking perfection with enthusiasm held in leash enough to restrain any attempt to over-step well-calculated plans; the other is —.

His work is clear; it has the attributes of crystal, attributes that are carried out throughout the pictures by their clean-cut style, concise and accurate as an architectural drawing.

CANVASES AWARDED PRIZES

Charles Hawthorne, whose The Trousseau has been awarded the Thomas B. Clark prize, is a more labored painter, but not less a stylist, a stylist whose mannerisms help to show his sincerity.

Following in the order of the catalogue, one finds Joseph Pennell's The Statue of Liberty, John F. Carlson's Silvered Acres, in which branches of trees form patterns like lacework; The Golden Cloud, Arizona, by Albert L. Groll; F. Edwin Church's nice Girl in White; pictures by Charles Vezin and Colin Campbell Cooper; Arthur Hoeber's Joel's Hill; Leslie P. Thompson's Tea, awarded the third Hallgarten prize, and A Group of Geese, by Joseph T. Pearson, which secured for him the second Hallgarten award. Those are in the Center Gallery, along with the Lillian Genth that was awarded the first Hallgarten, and is entitled Depths of the Woods."

In the Vanderbilt Gallery are J. Francis Murphy; John C. Johansen's In the Garden, awarded the Saltus medal; a portrait by Henry Salem Hubbel, whom Chicago likes; Gardner Symons; Robert Reid, with his more or less well known A Village Juno; an effective Grifford Beal; W. Elmer Schofield's February Morning, that won for him the Inness medal, and Waugh's Coast Near Cape Ann, in which the rocks reflect their hardness upon the water. Ben Ali Haggin is in the Academy Room, which the initiated call the "Morgue."

Robert I. Aitken, Victor D. Salvatore, Abestenia St. Leger Eberle and Mahouri Young are the most entertaining of the sculptors, who, this time, have been given less space.

AN INDEPENDENT EXHIBITION

The works of twelve American painters in the rooms of the Society of Beaux Arts Architects form a collection styled "An Independent Exhibition." Arthur B. Davies, George Luks, Rockwell Kent, Homer Boss, Maurice Prendergast, Marsden Hartley, Glenn O. Coleman, John Marin, Julius Golz, Jr., John McPherson, Alfred H. Maurer and Guy Pène du Bois are the men represented in it. It will close on the twenty-first of April. It should not be missed.

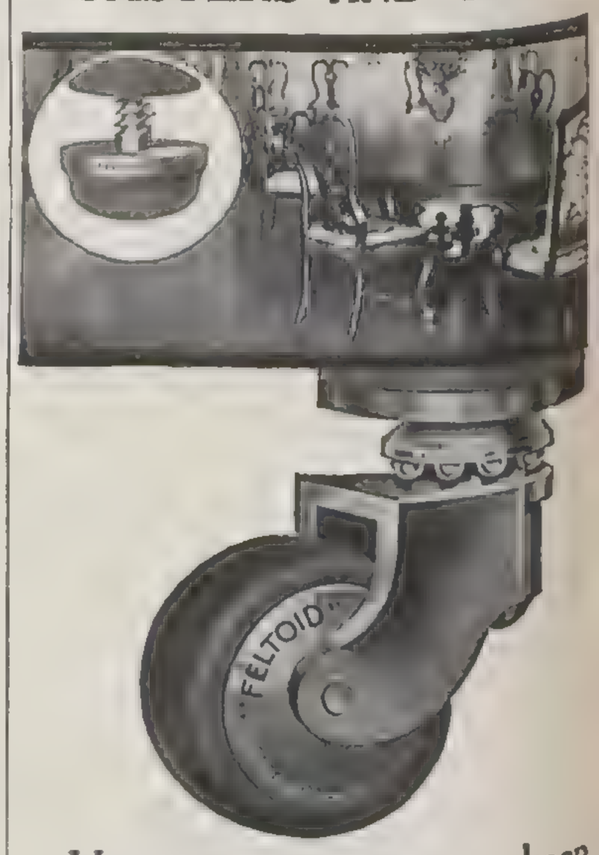
An unusual incident in the realm of picture sales occurred recently, when at the sale of the Peter A. Schemm collection, which, by the way, was productive of unusually low prices, at Mendelssohn Hall, the auctioneer, Thomas E. Kirby, of the American Art Galleries, announced that two canvases ascribed to George Inness had been withdrawn from the sale because doubt had been cast upon their authenticity. That doubt was placed by George Inness, Jr., who said, upon viewing the pictures, that he felt morally certain that they had not been painted by his father.

The pictures, in accordance with the suggestion by Mr. Kirby, were to be, and probably have been, destroyed by the heirs of Mr. Schemm.

"They are my floor savers."

"FELTOID"

CASTERS AND TIPS



You cannot expect to keep your floors, carpets and rugs looking new when you abuse them with ordinary hard wheel casters and unprotected chair legs.

"FELTOIDS" are just a fraction softer than the floors and are scratch-proof, noise-proof, mar-proof. If your dealer had to pay for your floors or rugs, he would not think of selling you a piece of furniture unless equipped with "FELTOID" casters or tips.

A word to the wise is sufficient. GET "FELTOIDS." Drop us a card for FELTOID booklet.

BURNS & BASSICK CO.
Dept. S Bridgeport, Conn.

The Beauty of many Naturally Beautiful Complexions is rendered anything but Beautiful by that Shiny, Oily appearance. Remove this by using QUENTIN'S

BEAUTY LEAVES

Little Books with Powder Coated Paper Leaves. The Powder is Absolutely Pure. Guaranteed under U. S. Pure Food and Drugs Act. The only Sanitary way of using Face Powder. Can be carried in the Hand-bag or Pocket-book.

White Powder on Pure White Paper, Flesh-tint on a Delicate Rose-tint Paper, 10c. and 25c.

At Druggists and Toilet Goods Counters. Ask for "Quentin's Beauty Leaves." Remember! Only Pure White or Delicate Rose-tint Paper.

CHAPMAN & RODGERS, Inc.
510 Arch Street Philadelphia

Houbigant Paris

Perfumes and Soaps of Highest Quality Only.

In every store.

W. & J. SLOANE

PLAIN COLOR CARPETS

IMPORTED FROM ENGLAND

THE increasing use of Plain Color Carpets lends especial interest to our superb assortment, including the Baroda, Saxine, Angora, Saxonia and Mosaic weaves, sold exclusively by us in the United States.

A distinct advantage is the generous widths in which these carpets are obtainable—up to 15 feet, inclusive. This feature minimizes the number of seams, often obviating them entirely.

Decorative effects now very much in vogue are only obtainable by using these English weaves, which are in demand because of the richness of their colorings, and the exceptionally fine quality of their texture.

All the desirable colorings, in a large variety of shades, are shown.

Samples sent upon request.

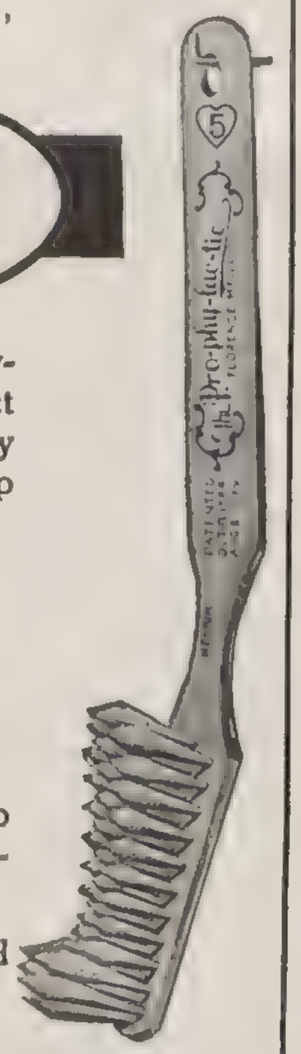
882 Broadway New York

"A Clean Tooth Never Decays"

Brush your Teeth this Way

Not This Way

There is a right way and a wrong way to do everything—even to brushing your teeth. The real object is to get the teeth clean, and that can't be done by "hitting the high places." The brush must move up and down the grooves between the teeth.



Pro-phy-lac-tic

Tooth Brush

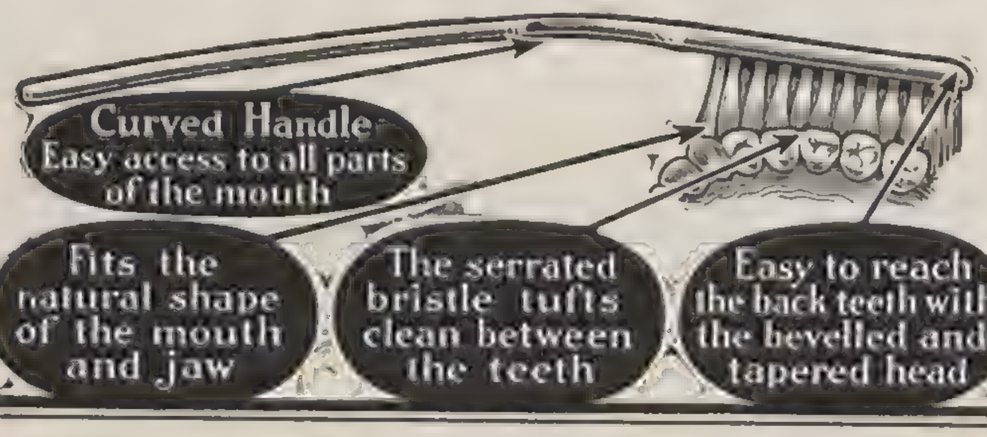
Made in one shape only—and that the best to clean the teeth; but in three sizes and in three textures—hard, medium and soft.

Always sold in the Yellow Box—25c., 35c., 40c.—Guaranteed

Send for Interesting Booklet

FLORENCE MFG. CO., 198 Pine St., Florence, Mass.

Sole Makers of Pro-phy-lac-tic Tooth, Hair, Military and Hand Brushes





When Life is in The Spring time

Health and strength seem ever present. But there comes a time in the life of all of us when the up-building powers of Barley-Malt and Saazer Hops as found in

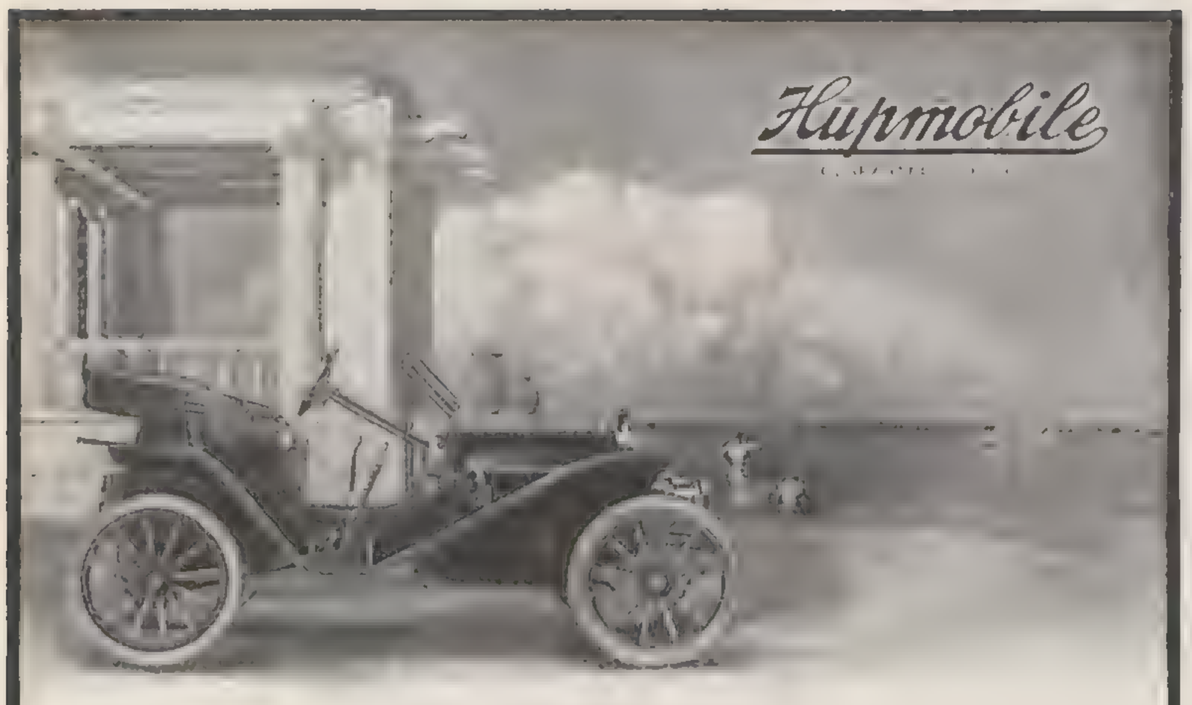
ANHEUSER BUSCH'S

Malt-Nutrine

becomes absolutely necessary. It feeds the life cells—renews in the bloodless and poorly nourished a feeling that new life beats strong within them.

Declared by U. S. Revenue Department A Pure Malt Product and not an alcoholic beverage. Sold by druggists and grocers.

ANHEUSER-BUSCH ST. LOUIS, MO.



RUNABOUT—$750

F. O. B. Detroit, including three oil lamps, horn and tools.
Top, windshield, gas lamps and tank or generator, etc., extra.
Detachable doors for any Hupmobile Runabout, $25.
Fore-door Touring Car for 4—$925. Touring Car, $900.
Torpedo—$850. Coupé—$1,100.

The Easiest, Simplest Car for a Woman to Drive

Probably no automobile has done as much as the Hupmobile toward encouraging women to drive their own cars.

Its size and handiness, its neatness and beauty of line—its extreme simplicity of operation and control—have made it a great favorite with women everywhere.

As you see in the picture, it has the dignity and well-balanced proportions that distinguish the handsomest of the larger cars.

Sitting in the car, you find steering wheel, levers and pedals all within convenient reach.

An hour or so of instruction is sufficient to master the driving of a Hupmobile, for there is no bewildering complexity of things to do.

Instead of four or five gear shifts, there are but three on the Hupmobile—low and high speed forward, and the reverse—operated by the same lever.

The right pedal operates the brakes; the left, the clutch—no chance for confusion there.

The throttle at the steering wheel, or the foot accelerator—you can use either—governs the speed. The motor responds instantly.

That's what it takes to drive a Hupmobile—no knowledge of mechanics; no greater effort than it requires to handle an electric.

HUPP MOTOR CAR COMPANY, Desk 63, Detroit, Michigan

That Trip Abroad!

SECURE RESERVATIONS NOW



The Coronation of King George and the Expositions at Rome and Turin will take many to England and the Continent

LONDON — PARIS — BREMEN
Express Steamers Every TUESDAY
Fast Mail Steamers Every THURSDAY

MEDITERRANEAN STEAMERS Sailing for NAPLES—GENOA Every SATURDAY
with connections for EGYPT, INDIA and FAR EAST

BALTIMORE-BREMEN DIRECT SERVICE
One Cabin Twin-Screw Steamers Sailing Every WEDNESDAY

North German Lloyd

ARCTIC CRUISE
TO WITHIN LESS THAN 10° OF THE POLE
By the 15,782 Ton
"Grosser Kurfuerst"
Leaving BREMEN JULY 18 RETURNING AUGUST 16
CONNECTING FROM NEW YORK JULY 11
CHANCE TO HUNT BIG GAME
Write for Our Illustrated Book V

OELRICHS & CO., Gen'l Agts.
5 BROADWAY, NEW YORK

BERMUDA

Most Beautiful Spot in the World

Superb Ocean Bathing, Fishing, Golf, Tennis, Riding, Driving, etc. Most Salubrious climate in the world. Acres of gorgeous flowers perfume the air.

ONE DAY from NEW YORK

Two Nights

By the Magnificent, Fast Mail

Twin-Screw S. S. "Oceana"

14,000 Tons Displacement; 8,000 Tons Register; 535 feet long; 55 feet beam; 38 feet deep; Wireless Telegraph; Bilge Keels; Submarine Signals; Gymnasium; Orchestra.

Largest, Fastest and Most Luxurious Steamer to Bermuda

Fares include first-class stateroom and meals. Finest cuisine on the Atlantic.

Special trips, including carriage drives, launch trips, numerous shore excursions and best hotel accommodations for eight days, $25, in addition to steamship fare.

Booklet, cabin plan, rates and full particulars of

BERMUDA - ATLANTIC LINE
290 Broadway, New York

MARVELS IN EMBROIDERY

are secured by using **Kaumagraph** designs. They produce the clearest outline on any material *in an instant.*

Immense collection of very latest designs and ideas for summer in **new Embroidery Book** *just issued.* Sent with one of the newest shirtwaist designs for 10c. Agents wanted. Address Dept. V. **Kaumagraph Co., 114 W. 32d St., N. Y.**

Legrand Paris

Best Perfumery and Soaps at Moderate Prices.

For Sale all dealers.



SOCIETY

New York

DIED

Haines.—On Sunday, March 19th, at her residence, 20 Fifth Avenue, Mary Merritt, wife of Mr. John P. Haines.

Work.—On March 16th, 1911, at his residence, 13 East 26th Street, Frank Work, in the 93rd year of his age.

ENGAGED

Ellison-Lottimer.—Miss Hazlitt Ellison, daughter of Mrs. Bennett Wing Ellison, to Mr. S. Barclay Lottimer.

Clements-Knauth.—Miss Anna D. Clements, daughter of Mr. and Mrs. George H. Clements, to Mr. Oswald W. Knauth.

Lawrence-Sullivan. — Miss Beatrice Elwell Lawrence, daughter of Mr. and Mrs. Seabury Lawrence, to Mr. F. William Sullivan.

Stone-Parrott.—Miss Grace Stone, daughter of Mr. and Mrs. E. Frank Stone, to Mr. George Paulding Parrott.

WEDDINGS TO COME

Chalmers-Ducat.—Miss Louise Chalmers, daughter of Dr. Thomas C. Chalmers, 29 West 9th Street, to Mr. Reginald Ducat, of Chicago; Grace Church, June 1st.

Coates-Matthai.—Miss Adelaide Kinsley Coates, daughter of Mr. and Mrs. Foster Coates, to Mr. J. Clarke Matthai; the St. Regis, April 26th.

Clyde-Hinshaw. — Miss Mabel Clyde, daughter of Mr. and Mrs. William P. Clyde, to Mr. William Wade Hinshaw; June 3rd.

Fairfax-Cammann.—Miss Katherine Van Rensselaer Fairfax, daughter of Mr. and Mrs. Hamilton Fairfax, to Mr. H. Schuyler Cammann; Grace Church, April 18th.

Gould-Durant. — Miss Susan Ludlow Gould, daughter of Mrs. E. Sherman Gould, to Mr. Aldrich Durant, of Cambridge; Trinity Chapel, April 20th.

Graham-Gould. — Miss Annie Douglass Graham, daughter of Mrs. Hubert Vos, to Mr. Jay Gould; St. Thomas Church, April 29th.

Langdon-Tyler.—Miss Sophie E. Langdon, daughter of Mr. and Mrs. Woodbury G. Langdon, to the Rev. Barrett P. Tyler; Church of the Incarnation, April 27th.

Mortimer-Rutherford. — Miss Wilfreda Mortimer, daughter of Mr. and Mrs. Richard Mortimer, to Mr. John Rutherford; Tuxedo Park, May 20th.

Page-Nicoll.—Miss Ione Page, daughter of Mr. and Mrs. Howard Page, to Mr. Courtlandt Nicoll; St. George's Church, April 19th.

Radway-Winslow.—Miss Gladys Radway, daughter of Mr. and Mrs. John S. Radway, to Mr. Thomas S. Winslow, of Woodcliff, Poughkeepsie, N. Y.

Rand-Adams. — Miss Marjorie Rand, daughter of Mr. and Mrs. Charles F. Rand, to Mr. Stuart C. Adams, son of Mr. and Mrs. Thomas B. Adams; Church of the Incarnation, April 26th.

Stanton-Auchincloss. — Miss Priscilla Dixon Stanton, daughter of Mr. and Mrs. Louis Lee Stanton, to Mr. J. Howland Auchincloss; home of bride, April 19th.

Tiffany-Gilder. — Miss Louise Comfort Tiffany, daughter of Mr. Louis Tiffany, to Mr. Rodman de Kay Gilder, son of the late Richard Watson Gilder; April 20th.

Tilford-Mortimer. — Miss Katherine Tilford, daughter of Mr. Henry Morgan Tilford, to Mr. Stanley Grafton Mortimer; April 19th, St. Thomas's Church.

Walsh-Barnard.—Miss Margaret Walsh, daughter of Mrs. James W. Walsh, to Mr. J. Augustus Barnard; St. Bartholomew's Church, April 25th.

Tuckerman-Dick. — Miss Joan Tuckerman, daughter of Mr. and Mrs. Bayard Tuckerman, to Mr. Evans R. Dick, Jr., of New York; Ipswich, Mass., June 10th.

Zabriskie-Buck.—Miss Zayda Zabriskie, daughter of Mr. and Mrs. Christian Zabriskie, and Mr. Frank H. Buck; Church of the Transfiguration, April 18th.

WEDDINGS

Meek-Minton.—On April 6th, at Cranford, N. J., Dr. James A. Meek to Miss Margarita Minton, daughter of the late Mr. and Mrs. Charles Minton, of this city.

MacIver-Davidge.—On March 22nd, at Grace Church, Dr. D. Randall MacIver and Miss Joanna Stewart Davidge, daughter of the late William H. Davidge, of this city.

RECEPTIONS, DINNERS, DANCES, ETC.

Chapin, Mrs. Lindley Hoffman.—Dinner dance for Miss Katherine Chapin; No. 11 West 49th Street, April 17th.

Colgate, Mrs. James Colley. — Dance; Sherry's, April 17th.

Saturday Evening Dance.—Delmonico's, April 22nd.

Entertainment; Masque of Days.—Benefit Kip's Bay Day Nursery and Jewell Day Nursery; Waldorf-Astoria, April 19th.

Augusta

ENGAGED

Houston-Rood. — Miss Madge Houston, daughter of Mr. and Mrs. Wm. Tenant Houston, to Mr. Robert Rood; both of this city.

Baltimore

WEDDINGS TO COME

Levering-White. — Miss Rebecca Norris Levering, daughter of Mr. and Mrs. Leonidas Levering, and Mr. William Winchester White, of this city, on April 18th.

Boston

WEDDINGS

Thayer-Warren. — On Thursday, April 6th, Mr. John E. Thayer, Jr., and Miss Katherine Lee Bayard Warren, daughter of Mrs. Samuel D. Warren.

Brown-Hooper.—On April 5th, Mr. Lathrop Brown and Miss Helen Hooper, daughter of Mr. and Mrs. Arthur Hooper.

WEDDINGS TO COME

Putnam-Sigourney. — Miss Helene Putnam, daughter of Mr. and Mrs. Geo. J. Putnam, and Mr. Henry Louis Sigourney, on April 25th.

Chicago

ENGAGED

Strong-Shipler.—Miss Marguerite Strong, daughter of Mr. and Mrs. Joseph H. Strong, to Mr. Guy Emery Shipler, of St. Louis.

WEDDINGS

Henrotin-Blair.—On Wednesday, March 15th, Mr. Edward Clement Henrotin, son of Mr. and Mrs. Chas. Henrotin, to Miss Emily Blair, daughter of Mr. and Mrs. Francis Preston Blair.

Hyman-Cleave. — On Wednesday, April 5th, Mr. Rayfield Hyman to Miss Helen Cleave, daughter of Mr. and Mrs. Oliver C. Cleave.

Rogers-Kerr.—On Wednesday, April 5th, Mr. George Mills Rogers to Miss Agnes L. Kerr, at the home of the bride's sister, Mrs. Arthur Harold Gilbert, of this city.

New Orleans

ENGAGED

La Rue-Tarleton.—Miss Louise La Rue, daughter of Dr. and Mrs. Ferdinand E. La Rue, to Dr. John Tarleton, of Grand Coteau, Louisiana.

Hiller-Amberg.—Miss Irma Hiller, daughter of Mr. and Mrs. Alfred Hiller, to Mr. M. W. Amberg, of New York.

WEDDINGS

Camors-Loeliger.—On Wednesday, March 22nd, Mr. Victor Camors and Miss Yvonne Loeliger.

WEDDINGS TO COME

Cohn-Cahn. — On Tuesday, April 20th, Miss Madeline Lillian Cohn, daughter of Mr. and Mrs. Joseph Cohn, and Mr. Milton Cahn.

Loeb-Golberg. — On April 19th, Miss Rhea Sylvia Loeb and Mr. Abraham Goldberg.

(*Continued on page* 104) .



Book of "ESCO" Hosiery Styles showing warranted qualities and fashionable colors for Spring and Summer wear sent free upon request.

Ask to See

"Esco" Hosiery

YOU will like the soft rich texture—the smart style—the *perfect fitting qualities.*

You will be pleased and surprised at the *long* and *satisfactory* wear these hose will give you.

You will be convinced that it is always wise to rely on the **quality-guaranty** that goes with *every pair* of hosiery bearing the "*ESCO*" mark.

Ask at your favorite store for one of these seasonable styles:

Style 7884 *Mercerized two-thread lisle hose, with double sole, reinforced heel and toe. Black only. Price, per pair,* **35c**

Style 9544 *Ladies' Gauze lisle, extra sheer weave with 4-inch double top and reinforced sole, heel and toe. Black only. Price* **50c**

Style 8970 *A highly mercerized two-thread lisle hose, with 4-inch double top, strongly reinforced sole, heel and toe. Black only. Price, per pair,* **50c**

Style 1400 *Sheer thread silk ladies' hose with six-inch lisle garter top and reinforced sole, heel and toe. Black and all correct shades. Price, per pair,* **$1.00**

We will send you the "ESCO" Art Portfolio of illustrations ready to frame, postpaid, for the request.

Henry Schiff & Co. Sole Distributors, 890-892 Broadway New York.

Mme. Thompson

99 out of 100 Women have braids, switches and other articles for the hair, which need remodelling or recoloring.

Fashionable coiffures require fashionable materials,

but the expensive purchase of new materials is often wholly unnecessary.

My New Method

of restoring or changing the color of false hair is eminently satisfactory, and, knowing that my work will be commended by its excellence, I solicit your patronage.

White Hair

which, for any reason, has become yellow (except when caused by the use of hot irons) can be restored to its original color by one of my preparations. It is absolutely harmless, quickly effective and may be had for $2.00 per bottle.

My Wonderful Dye,

for both ladies and gentlemen, is guaranteed not to stain the scalp or rub off, to require no shampoo after using, and to dye the hair a uniform color, even after previous application of other dyes. Any shade from one bottle. Price, $2.00.

My Reputation

as a merchandiser of the highest quality of hair goods for the past forty years stands without a peer.

Send for my illustrated catalogue.

Mme. Thompson

28 West 22d Street (Opposite Stern Bros.) NEW YORK CITY Telephone 898 Gramercy

Maillard's



New and exclusive importations of Parisian Easter Bonbonnieres in beautiful and original designs—the selection of our buyers abroad.

Handpainted Satin Eggs.
Dresden China Eggs.
Silk and Satin Boxes, painted and embroidered.
Baskets trimmed with seasonable flowers.
Novelties in Porcelain, Saxe, Sevre, Daum, etc.
Plain and Satin lined Baskets, in attractive Tints.

FOR THE CHILDREN
Dainty favors in Rabbits, Chickens, Egg Cups, etc.

MAILLARD'S FAMOUS EASTER CAKES, CHOCOLATES, BONBONS

The Unique Luncheon Restaurant is a popular resort for ladies.
Afternoon Tea three to six.

Fifth Avenue at 35th Street New York.

Send us Eleven Two Cent Stamps We'll Send Them Back Bringing You This 50 Cent Box of

FROU FROU WAFERS

(The world's greatest wafer. Baked and Packed at Amsterdam, Holland.)

A new thrill of pleasure, a taste of indescribable delight, awaits your palate in Frou Frou Wafers—the dainty imported confection that has captivated two continents.

Almost fairy-like skill is required in the creation of the dainty honeycomb shell and the creamy fascinating filling of Frou Frou.

Frou Frou wafers keep fresh indefinitely. They add the perfecting touch to the elaborate repast and lend a touch of elegance to the most simple entertainment.

One taste of this enticing confection will make you a Frou Frou enthusiast. So certain are we of this, that we're glad to send you this beautiful 50-cent box without charge, asking only that you pay for the mailing.

Only 10,000 boxes of Frou Frou are to be distributed in this manner for the purpose of advertising Frou Frou Wafers to the American Housewife. To make sure that you will be one of the lucky, better send the eleven two-cent stamps today. We'll return your stamps if you're too late.

Biscuit-fabriek "De Lindeboom"

American Branch, 75 Grandville Avenue, Grand Rapids, Mich.



Frou Frou is Sold by all Grocers.

This 50c. Box Free.

Tailored Waists



AN attractive waist of fine imported Madras with narrow stripe of color. The front pleat and band of material, edging the handkerchief linen frill, show the stripes running across. Front and back are tucked, sleeves finished with narrow turned-back cuffs and the waist is fastened with hand-made crochet buttons.

Made to order in any color.

Other smart models in madras, linen, batiste, crepe, cotton voile and marquisette.

Madras waists, $3.50 up.
Linen waists, $4.50 up.
Wash-silk waists, $7.50 up.

Several years' experience in making waists without fittings insures satisfactory results.

My personal attention is given every letter received, making ordering from a distance a pleasure.

Julia V. Helmer

505 SNOW BUILDING
SYRACUSE NEW YORK

Hurm Art Shop

277 Fifth Avenue
Near 30th Street
NEW YORK



Bavarian Cross Stitch.

A LARGE collection of lunch sets, bureau covers, tea cloths, guest towels, cushion tops, sideboard covers, etc., stamped and commenced with materials to finish. This work is done in colored cottons. It is very easy to do and most effective.

Oblong cushion tops like illustration, price $3, commenced with materials to finish. Guest towels, basket design, $1.50. Commenced center pieces, basket design, $2.25. Estimates given on all other pieces. Cross stitch books with colored designs 15c. and 25c. each. Colored cottons, all shades, 5c. Sheets, with colored designs, 35c.

A large collection of new designs in waists to be done in beads, braiding or Oriental embroidery. Dresses designed to match. Beads of all shades. Colored designs for bead bags. Antique bead bags repaired. Children's dresses ready made and stamped to be embroidered or braided.

Embroidery silks and cottons in all shades and grades. Gowns designed and embroidered. Household linens embroidered. Egg Cosies, 50c.; Tea Cosies, $1.50.



SOCIETY

(*Continued from page 102*)

Maginnis-La Cour.—On April 26th, at Christ Church Cathedral, Miss Elizabeth Lorraine Maginnis, daughter of Mrs. Charles B. Maginnis, to Mr. Arthur Burton La Cour.

Schwartz-Hyman. — On Tuesday, April 18th, Miss Edith J. Schwartz, daughter of Mr. and Mrs. M. Schwartz, and Mr. J. Caryl Hyman, of Milwaukee, Wis.

Pensacola

DIED

Keyser. — On Monday, March 6th, in New York City, Mary Campbell Keyser, daughter of William Swift and Mary Campbell Keyser, of Pensacola, Florida, in the 16th year of her age.

ENGAGED

Knowles-Seligman. — Miss Josephine Knowles, daughter of Mr. and Mrs. William H. Knowles, of Pensacola, to Mr. Joseph H. Seligman, of New York.

Philadelphia

WEDDINGS TO COME

Hilger-Mayer.—Miss Emily Douglas Hilger to Mr. Henry C. Mayer, Jr., on April 19th.

Hanson-Hare.—Miss H. Louise Hanson, daughter of Mr. and Mrs. Edward H. Hanson, to Mr. René Guillou Hare, on April 19th.

Pittsburg

ENGAGED

Marshall-Childs. — Miss Sara Herron Marshall, daughter of Mr. and Mrs. Thomas M. Marshall, Jr., to Mr. Du Barry Childs, son of Mr. and Mrs. Asa P. Childs, Jr.; both of this city.

Elphinstone-Lyon. — Miss Lovice Jean Elphinstone, daughter of Mr. and Mrs. James A. Elphinstone, to Mr. James B. Lyon, son of Mr. and Mrs. J. G. Lyon.

Turner-Wells. — Miss Rebecca Turner, daughter of Mr. and Mrs. Jewett Turner, to Mr. Albert G. Wells, son of Mr. and Mrs. Wm. C. Wells.

WEDDINGS

Hillman-Gregg.—On Thursday, April 6th, Mr. Ernest Hillman and Miss Clara Isabel Gregg, daughter of Mr. and Mrs. John Richard Gregg.

WEDDINGS TO COME

McKay-Robinson.—On April 18th, Miss Katherine Anna McKay, daughter of Mr. and Mrs. Robert J. McKay, and Mr. Lewis Robinson, of Philadelphia.

Jennings-MacConnell.— On April 19th, Miss Katherine E. Jennings, daughter of Mr. Edward H. Jennings, and Mr. Thomas MacConnell, Jr.

Carroll-Liemann.—On April 25th, Miss Harriet Carroll, daughter of Mrs. Helen Rook Carroll, and Mr. Hugh P. Liemann.

Washington

ENGAGED

Halford-Woodson.—Miss Ruth Halford, daughter of Mrs. A. J. Halford, to Lieut. Walter Browne Woodson, U. S. N.

WEDDINGS

Fearne-Walsh. — On March 18th, Mr. Richard Lee Fearne, Jr., and Miss Lila Walsh, daughter of Mr. James Walsh, of Georgetown.

Calendar of Sports

AVIATION

May 1st-31st.—Aviation meet; Belmont Park.

AUTOMOBILING

June 18th.—Light car race; Boulogne-sur-Mer, France.
July 2nd.—French Grand Prix; Paris.
Oct. 7th.—Auto race; Fairmount Park, Philadelphia, Pa.

TENNIS

April 13th-15th.—Pinehurst, N. C., Mid-April Tournament.
April 20th.—Naval Academy vs. St. John's College.
April 22nd.—Naval Academy vs. Swarthmore.
April 29th.—Naval Academy vs. Gettysburg College.
May 3rd.—Naval Academy vs. Johns Hopkins.
May 13th.—Naval Academy vs. University of Virginia.
May 26th.—Naval Academy vs. Dickinson.
May 31st.—Naval Academy vs. Georgetown.
August 21st.—All Comers Nat. Championship; Newport, R. I.

BENCH SHOWS

April 11th-14th.—Lexington Kennel Club; Lexington, Ky.
June 1st-3rd.—Ladies' Kennel Association Show; Mineola, L. I.

LACROSSE

April 19th.—Harvard vs. Navy; Annapolis.
April 21st.—Harvard vs. West Point; West Point.
April 24th.—Harvard vs. Carlisle Indians; Cambridge.
May 13th.—Harvard vs. Hobart; Geneva.
May 15th.—Harvard vs. Cornell; Ithaca.

BASEBALL

April 15th.—Columbia vs. Georgetown University, at Washington; New York University vs. Swarthmore, Swarthmore, Ohio; Cornell vs. Lehigh, Ithaca; Lafayette vs. Fordham, Easton, Pa.; Yale vs. University of Virginia, Norfolk.
April 17th.—Yale vs. Dartmouth; Washington.
April 18th.—Columbia vs. Dartmouth, at South Field; New York University vs. Tufts, at Ohio Field; Yale vs. Georgetown, Washington.
April 19th.—Lafayette vs. Fordham; New York.
April 20th.—Eastern League professional games—Baltimore, Providence, Jersey City.
April 22nd.—Columbia vs. Cornell, at Ithaca.
April 22nd.—New York University vs. Rutgers, Ohio Field; Yale vs. Andover, Yale Academy Field.
April 26th.—New York University vs. Lafayette, at Easton, Pa.
April 26th.—Columbia vs. Pennsylvania, at Philadelphia.
April 28th.—Cornell vs. Columbia, New York.
April 29th.—New York University vs. Pratt, at Ohio Field.
April 29th.—Columbia vs. Crescent Athletic Club, at Bay Ridge.
May 1st.—St. Lawrence University vs. Hobart, at Geneva.
May 2nd.—St. Lawrence vs. Keuka College, at Keuka Park.
May 3rd.—Columbia vs. Stevens Institute, at South Field.
May 3rd.—St. Lawrence vs. Hamilton, at Clinton.
May 5th.—New York University vs. Wesleyan, at Ohio Field.
May 6th.—Columbia vs. Yale, at South Field.
May 6th.—New York University vs. Trinity, at Hartford, Conn.
May 10th.—Columbia vs. New York University, at South Field.
May 13th.—Columbia vs. Lafayette, at Easton.
May 17th.—Columbia vs. Fordham, at Fordham.

GOLF

April 27th.—Women's Met. Assn; Handicap; Baltusrol, N. J.

(*Continued on page 106*)



Our stock of gowns for immediate wear includes models of every description and size.

Mme Leonard

Manufacturer of
Lingerie Gowns and Dresses,
Afternoon Dresses, Simple Dresses,
Street and House Dresses,
Evening Gowns,
Tea Gowns and Kimonos.

Stunning Dress for Street or House Wear

(As Illustrated)

Made of heavy quality imported black satin; yoke and inner sleeves of fine net, trimmed with real Irish lace. Graceful cut—the lapels, cuffs and finish of hem edged fine silk cord. The heavy silk cord materially adds to the attractiveness of the gown.

MADE TO ORDER
ALL COLORS - - **$28.50**

COPIED IN SERGE
(Black, Navy and White) - **$22.50**

Every garment is made to measure; fit and satisfaction guaranteed. Samples and self-measurement forms mailed on request. Mail orders carefully filled under the personal direction of Mme. Leonard.

22 West 39th St., New York

Telephone 4534 Murray Hill



Cultivate Youthful Contour

of the
Neck, Arms and Shoulders
The Arden Methods
in conjunction with **Adona Cream**

will bring the delicate pink-white blush of youth to the skin.

ADONA CREAM instantly permeates and tones up relaxed muscles and tissues (having a marked fattening effect), removes wrinkles, discolorations and other blemishes, making the skin exquisitely soft and velvety.

ADONA CREAM is put up in $1.25 and $2.00 jars, and should be applied morning and night. May be obtained at the Salon, or else by mail, sent to any address postpaid (with the Arden Methods for applying fully explained), on receipt of cheque.

SPECIAL TREATMENT FOR NECK DEVELOPMENT

No woman can be truly beautiful with a stringy, sagging neck. Elizabeth Arden will demonstrate at her Salon, showing how a short course of treatment with Adona Cream invariably accomplishes immediate and decided improvement.

Single Treatment, $2.00.
Course of six $10.00.

Elizabeth Arden

Venetian Preparations — Facial Treatments

are safe and invaluable in effacing lines and wrinkles, restoring youthful contour, reducing double chin and forehead furrows, producing clear soft texture of complexion and eliminating puffiness or hollows in any part of face or neck. "The Quest of the Beautiful," an instructive booklet sent free, describes all preparations and appliances. Your attention is directed to the few enumerated below:

Venetian Ardena Skin-Tonic, 75c, $1.50, $3.00. Used instead of water, clears and whitens skin, removes puffiness under the eyes. Used in conjunction with the Adona Cream to firm the skin.

Venetian Cleansing Cream, 50c, $1.00, $2.00. Marvelous for delicate complexions.

Venetian Muscle Oil, $1.00, $2.00, $4.00. Removes lines, wrinkles; fills hollows.

SEND YOUR CHEQUE

or money order for any of the above described. A special mail order department insures timely delivery of all orders. Explicit directions for home use accompany each preparation and appliance.

Consultation free any time at the Salon, either by appointment or "on the spur of the moment." Consult with Elizabeth Arden on any subject pertaining to the cultivation of beauty. Her valuable advice is gladly given without charge.

509 FIFTH AVENUE
Between 42nd and 43rd Streets

NEW YORK
'Phone 6397 Bryant



That's the Back I Used to Envy in Other Women

Now I let them admire me, for

MODART CORSETS

"THE IMPROVED FRONT LACED"

have improved my figure so, I wonder how I was ever satisfied with other corsets I have worn.

THE secret of the fine lines that MODART Corsets give to your figure lies in an *Improved Principle of Front Lacing*, which is to be found only in the MODART.

UNLESS you see and actually try a MODART Corset, you will never know what a really perfect corset means to the woman who cares about her figure.

YOU must ask your dealer to show you the MODART Corset, or if you find he does not sell it, you can get the name of a dealer who does, by writing

THE MODART CORSET COMPANY
SAGINAW *MICHIGAN*
New York Office: 225 Fifth Avenue



HATS for dress, sport or travel; trimmed hats and tailored hats of exclusive imported models, as well as of Dobbs & Co Fifth Avenue Make.

The small Dutch Bonnet, the Helmet Poke and the Dobbs Borodino Cone are designs original with this establishment.

Dobbs & Company

242 Fifth Avenue, New York

Knapp-Felt Derbies and Soft Hats for Men



SOCIETY

(*Continued from page 104*)

April 27th-29th.—Spring golf tournament, Met. Golf Assn.; Atlantic City, N. J.
May 4th.—Tournament Women's Met. Golf Assn.; Nassau Country Club, L. I.
May 11th.—Women's Met. Golf Assn.; handicap; Englewood Country Club, N. J.
May 15th.—Women's Met. Golf Assn.; Fox Hills Golf Club, Staten Island.
May 22nd-26th.—Women's Met. Championship Tournament; Scarsdale Golf Club.
May 24th-27th.—Amateur Championship tournament; Met. Golf Assn.
May 29th-31st.—N. J. Annual State Tournament; Englewood, N. J.
Sept. 11th-16th.—Met. Open Championship; men; Apawamis, N. Y.
Oct. 9th-14th.—Met. Open Championship; women; Baltusrol, N. J.

HORSE SHOWS—AMERICAN

April 19th-22nd.—Atlantic City, N. J.
April 24th-29th.—Toronto, Ont.
April 25th-28th.—Brooklyn, N. Y.
April 25th-29th.—Vancouver, B. C.
May 4th-6th.—Newark, N. J.
May 9th-13th.—Montreal, Can.
May 17th.—Boston, Mass.
May 20th-22nd.—Richmond, Va.
May 24th.—Keswick, Va.
May 29th-June 3rd.—Devon, Pa.
June 7th-8th.—Leesburg, Va.
June 8th-10th.—Plainfield, N. J.
June 14th-15th.—Upperville, Va.
June 20th-22nd.—Springfield, Ohio.
July 4th-5th.—Culpeper, Va.
July 26th-29th.—Long Branch, N. J.
July 26th-27th.—Manassas, Va.
August 2nd-3rd.—Orange, Va.
August 9th-10th.—Charlottesville, Va.
August 15th-16th.—Fort Royal, Va.
August 22nd-24th.—Bar Harbor, Me.
August 22nd-24th.—Berryville, Va.
August 30th-31st.—Warrenton, Va.
Sept. 4th-6th.—Newport, R. I.
Sept. 11th-16th.—Syracuse, N. Y.
Sept. 28th-30th.—Mineola, L. I.
Oct. 3rd-6th.—Brockton, Mass.
Nov. 18th-25th.—New York (National).

FOREIGN HORSE SHOWS

April 18th-21st.—Dublin, Ireland.
June 1st-5th.—Bath, England.
June 3rd.—Hurlingham, England.
June 9th-10th.—Richmond, England.
June 12th-24th.—London, England.
June 26th-30th.—Norwich, England.
July 2nd-9th.—The Hague, Holland.
July 18th-21st.—Inverness, Scotland.
August 9th-10th.—Welshpool, Wales.
August 22nd-25th.—Dublin, Ireland.
Sept. 6th.—Bath, England.
Oct. 10th-17th.—Buenos Ayres, Argentine Republic.

SOCCER FOOTBALL

April 15th.—Yale vs. Harvard, at New Haven.
April 29th.—Cornell vs. Harvard, at Ithaca.
Sept. 23rd.—Field Club Soccer League vs. Montclair, at Crescents; Bensonhursts, at Staten Island; Richmond, at Oritani.

NOBLESSE OBLIGE

(*Continued from page 86*)

hundred daily and an especially interesting one is that established in Cedar Street for the children of the women who are obliged to support themselves by cleaning down-town offices. This is known as the "down-town," at 120 Cedar Street—two houses that were at one time a resort of longshoremen having been taken over for it, and so great is the pressure of these scrubbing mothers who want their babies cared for that very much larger quarters could be speedily filled. The Day Nursery keeps the children until they are about seven years old, when they are ready for the public school, and there is a strong feeling among those familiar with the work and its uplifting effect upon the children, that some oversight should be maintained over them at least until they have passed the critical age of fourteen.

The Virginia Day Nursery, at 632 East 5th Street, which is so fortunate as to possess a beautiful building, has the facilities, unfortunately enjoyed by but few of them, to establish classes and accordingly operates sewing and cooking classes for the girls, and carpentry and iron-work classes for the boy graduates. In this one it is the avowed aim to continue the training through all the formulating period of childhood, and to keep in touch with the nursery child even after it becomes an outsider.

A WISELY PLANNED PHILANTHROPY

Apart from the benefit conferred on the child by taking it from the unhygienic cramped quarters of the tenement, where noisy domestic operations are carried on, and where it would be either left to its own devices, locked in a room without proper care, kindly word or opportunity to play; or in the case of infants looked after in a fashion by some "little mother" or inexperienced old woman, there is also the positive benefit the mother receives by being trained through the child and in conferences in cleanliness, orderliness and in dietary matters. No one who has any experience with the child of the submerged class but realizes what a missionary for reform the child can be, and usually is, in a home where it undertakes to the best of its opportunity and ability to put into practice the lessons in decent living that it learns in the nursery. In fact there is no scheme for helping out the mother who is forced to be a bread winner that is at all comparable to the educative and uplifting Day Nursery.

DANGEROUS COUNSEL.

The only alternative proposition that has been urged is to pension the mother, and allow her in this way to keep her children with her, but this proposition has always been opposed by the leading charitable societies, and is open to many objections, the chief of which is that the mother of the tenements, as a rule, is hopelessly ignorant in regard to child raising and housekeeping. In fact so lamentably does she fail as a mother, that Mrs. Anna Garland Spencer, the well known champion of abused childhood, has publicly stated in a formal address that children generally should be sent to the kindergarten earlier than is the rule because they are ruined by being kept wholly under the influence of the mother until they are five years old. It is the undeviating testimony of all workers among the poor that mothers of all classes, and of all nationalities, are ignorant of the rudiments of fitly bringing up their children, because they know nothing of conserving even their physical health and much less of any such vital matter as character building. To these ignorant, although loving mothers it would not be wise to turn over children whose fathers, for one reason or another, do not contribute to the family support; indeed it is a mistaken sentimentalism, that would develop financial chaos and open the door to pauperization to an extent undreamed of under existing social conditions.

Schemes that work well among homogeneous people are not adapted for a nation like this, where shifting of the immigrant class, and its steady and large influx into the country, make new problems that must be solved according to conditions that exist.

That it successfully meets a condition is the Day Nursery's claim on public support.



Meüller – Graves

Gowns of Distinction

This shop appeals emphatically to the woman who adheres to the correct styles, but who desires that *individual charm* to her costumes which is so difficult to secure.

Simple dresses, unusual wraps, costumes and novelties in blouses.

Illustration—Biscuit color meteor carrying an over-drapery of white chiffon artistically embroidered in black and white. Sleeves and upper portion of bodice tinted maline lace. Broad belt and sash ends of black velvet finish this strongly effective summer evening gown—$150.00. An interesting variety of these frocks.

22 West 39th Street, New York

MERIT WINS!

The popularity of Harriet Hubbard Ayer's Toilet Preparations has been growing by leaps and bounds. The women of America know that the name of Harriet Hubbard Ayer stands for QUALITY. They know that any article bearing this famous name is, beyond all doubt and cavil, the very best of its kind in the whole world. And they have backed this knowledge by demanding Harriet Hubbard Ayer Toilet Preparations until the business has reached remarkable proportions. It has far outgrown its old quarters—how far you will appreciate when we tell you that it requires five times the amount of space and capacity which sufficed two years ago. We were compelled to move to larger quarters on April 1st. Our new address is 317-323 East 34th Street, New York. Merit is bound to win. And the unequalled merit of the Harriet Hubbard Ayer Preparations has won a tremendous success.

Harriet Hubbard Ayer

317-323 E. 34th St., New York

Davey Quality Tree Surgery Protects Trees & Tree Owners



The Incomparable Trio of the Davey Service. First—John Davey's life-long study of trees and their ills, during which he discovered the vital principles of the science of Tree Surgery. Second—The Davey Institute of Tree Surgery, maintained by the Davey Tree Expert Company at its own expense for the sole purpose of training its men in the science and practice of saving trees. There is no school like this—and tree surgery cannot be learned elsewhere. Third—A responsible organization of business men and business methods through which the service of the Davey experts is given to the public and its quality maintained.

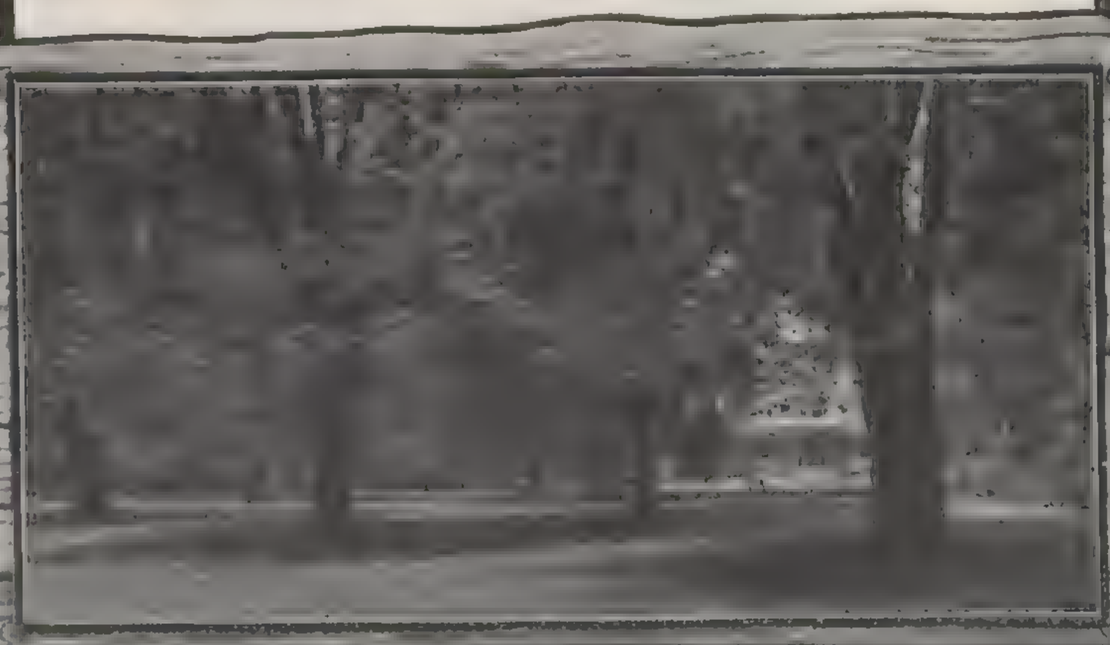
If You Own Fine Trees, Let Us Help You Save Their Lives

Owners of fine homes, surrounded by numbers of beautiful trees, are requested to write at once for our booklets telling the Davey story—the story of tree salvation. Write promptly, for your benefit and our convenience, and state clearly how many trees you have, kinds and location.

The Davey Tree Expert Company, Inc.

514 Yew Street, Kent, Ohio

(Operating the Davey Institute of Tree Surgery)



Wanamaker's

New York Spring & Summer Catalog is now being mailed.

It is an excellent Guide Book of New York and Paris wearing apparel.

We pay postage on mail shipments of $5 or more.

See Catalog for Freight and Express Free Delivery Terms.

Just write us, TODAY: "Send Free CATALOG No. 40."

John Wanamaker

New York



THE BRYN MAWR MODEL FOR COLLEGE GIRLS.

A one-piece gown of new chiffon piqué, coral tie, black and coral belt.

Special Price

$25.

Spring Model Frocks

for debutantes and school-girls a specialty

LINGERIE made to measure at same prices charged for ready to wear garments.

Correspondence and orders by mail invited. Lingerie catalogue mailed upon request.

Mrs. Clarke

182 Madison Avenue

Near 34th Street

New York City



Reverse views of gowns shown on page 32

FASHION DESCRIPTIONS

PAGE 32

LEFT FIGURE.—Costume of white linen with black satin collar, cuffs, buttons, pipings and ornaments.

MIDDLE FIGURE.—White linen dress with collar of embroidered batiste edged with Cluny lace and cuffs to match. At the front are pearl rings attached to loops of linen. The neck and sleeves are accented with bows of black velvet.

RIGHT FIGURE.—Drecoll model of white cotton voile woven in a square mesh. The collar and skirt are bordered with "toile de Jouey" in bright Persian colors embroidered with soutache cord. The skirt, sleeve and neck trimming of black velvet contrasts prettily with the red and blue Persian *toile*. The tendril braid effect is done with white soutache.

PAGE 34

LEFT FIGURE.—Morning dress of pale blue linen having a gored skirt and panel back. The white linen collar and cuffs are stitched with bands of blue linen. The shield and the rever at the right are of embroidered batiste. The hat is a Georgette model of golden straw, trimmed with white field flowers in bright colors.

MIDDLE FIGURE.—The foundation of this frock is of white satin which is veiled with blue net over blue chiffon. The tones of blue which appear in the embroideries are repeated in the dark blue in the velvet trimming of tunic, overdress and sleeves, and the lighter blue, in the satin girdle. The bodice proper is of silver net. Georgette hat of black Neapolitan straw with old-blue plumes.

RIGHT FIGURE.—Black-and-white striped foulard model from Callot with surah vest in the prevailing shade of Empire green. Sage green hat by Maria Guy of a heavy straw. The poke-like brim of shirred cream lace is finished with a box plaiting of black velvet ribbon. Flowers are bunched at the left.

PAGE 35

LEFT FIGURE.—Eton suit of old-blue chiffon taffeta braided with the same tone of tubular braid. A panel of blue velvet shows above the band at the bottom of the skirt, matching the cuffs, collar and revers. Model from Weeks.

MIDDLE FIGURE.—Suit of black satin, showing back panel and sleeve folds of king's blue satin. The back panel is embroidered with jet beads. Lingerie collar consisting of flutings of white point d'esprit. Martial et Armand model.

RIGHT FIGURE.—Long all-cover coat of black satin trimmed with black silk braid. Collar and cuffs finished with cord embroidery in black and dark blue. Drecoll model.

PAGE 37

LEFT FIGURE.—Dark blue serge costume by Paquin, with a bertha of lace falling over the left shoulder, which disappears under a wider rever in fitted surplice effect at the right. Braiding is employed on the rever as well as on the shallow overskirt effect. The tasseled black satin sash is finished with a border of black beads edged with blue beads, cerise beads being used as a sleeve trimming against a fold of new blue chiffon at the elbow. Girdle of black satin like the sash.

MIDDLE FIGURE.—Dress of blue and white dotted bordered foulard by Jeanne Lanvin. White china buttons trim the sleeves and also the skirt at the back.

RIGHT FIGURE.—Callot gown of golden chiffon trimmed with embroidered bands of antique gold. Artificial flower in same coloring.

(*Continued on page* 110)

Heather

Bath Crystals

will produce at your convenience a bath containing the efficiency of many great spas. A luxuriously beneficial alkaline bath soothing to the tired, inflamed nerves and irritated, delicate cuticle. Softly perfumed by the oils contained in the crystal the bath is alluring to all who enjoy the perfection of bathing.

For sale at all first class department and drug stores.

Heather Company New York

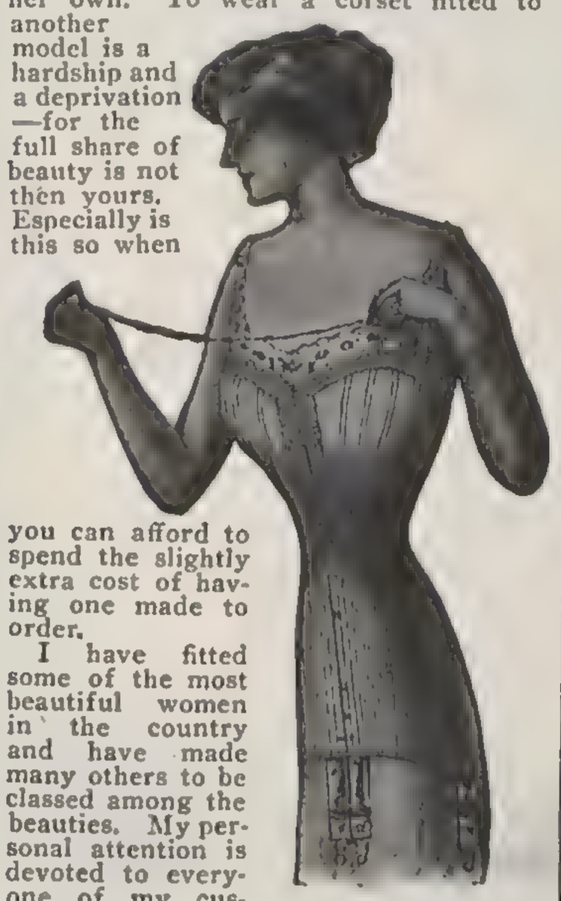
Distributed by

Park & Tilford

New York City

A Special Corset to Fit Your Figure

Every woman has a figure peculiarly her own. To wear a corset fitted to another model is a hardship and a deprivation—for the full share of beauty is not then yours. Especially is this so when



you can afford to spend the slightly extra cost of having one made to order.

I have fitted some of the most beautiful women in the country and have made many others to be classed among the beauties. My personal attention is devoted to everyone of my customers and I can assure really comfortable fit and idealistic form.

The Wright Formette

gives the proper proportions to the slender woman, filling out the bust to the fashionable requirements. In this way, and in this way only, will you combine style and comfort.

Mme. Lucille C. Wright

Conveniently located at

149 WEST 36th ST., NEW YORK.

Just a step west of Broadway.



Reverse views of gowns illustrated on page 34



Eyes that Dazzle

with superb beauty are invariably accompanied by long, thick, sweeping lashes and perfect brows. Thin lashes and scraggy brows irremediably mar an otherwise attractive face. My

LASHGROW TREATMENT

promotes the growth of full, luxuriant lashes and shapely brows, making the plainest eyes lovely and enhancing the entire appearance of the face. Its use is simple, absolutely harmless to eye or sight, and produces a marked improvement within a few days. Hundreds of women have eloquently testified to its miraculous powers. Prices and literature gladly sent FREE.

HULDA THOMAS'
Pre-digested Combination

SKIN FOOD AND TISSUE BUILDER

Unlike so-called "skin foods" it is "pre-digested," or prepared for local conditions. Wrinkled, haggard and old skin quickly absorbs it; especially adapted for thin, lean faces. Will make the face and neck plump, will fill out wrinkles, hollows and develop both neck and shoulders. Send 4c to cover postage of free sample and proofs.

WRITE FOR LITERATURE TO

HULDA THOMAS

Dept. 8-L **522 West 37th Street,** **New York**

Office for Personal Consultation:

2131 Broadway, (Near 74th Street) **New York**

HERE, AT HER STUDIO ADDRESS, HULDA THOMAS grants personal consultation without charge. Ladies are cordially invited to interview her any day between 2 and 5 p. m., Saturdays and Sundays excepted.

"We have the new things first"

In changeable weather there is no garment that is so indispensable to your health as a Knitted Coat, and when you provide yourself with a

"Country Club" Knitted Coat

you have ensured your comfort as well, for these matchless garments are form fitting, full fashioned, drop stitched to measure and cannot stretch out of shape. Made in all the latest shades, solid colors, or trimmed, and with ocean pearl buttons to match.

Priced $6.50 to $12.00

Sent carriage paid on receipt of price. Send to-day for handsome three-color folder. It is free.



Showing the new No. 58 "Country Club" Knitted Coat. Made in any desired color or shade—classy and comfortable. **$7.50**

D. J. Healy 228 Woodward Ave Detroit, Mich.

BASKET WEAVE PLAIT

One of my customers came in the other day and said: "Mme. Fried, what have you entirely new?"

I replied that one of the latest things I had of special interest to her was the

BASKET WEAVE PLAIT



She replied: "Why, I would 'love' to have one of them, but I understand from a friend of mine that she paid $50 for hers, and I do not want to pay that much."

When I told her that mine, which is made of the best first quality hair and measuring 36 inches, was only $25, she was amazed, and as a consequence bought one which I matched so perfectly that no one could tell that it was not her own hair.

I told her the reason why I could afford to undersell others was because my establishment being upstairs, and the fact that I manufacture my own hair goods and sell direct to consumer, I save quite a bit which others spend in conducting ground floor stores.

My Transformation at $6.00 has entirely replaced the rat and is much more comfortable and practical.

Hair Dressing, Manicuring, Facial Massage, Superfluous Hair and Moles removed by electric needle.

Write for catalogue

Mme. Fried's SANITARY Hairgoods

Importer-Creator
25-27 WEST 34th STREET, NEW YORK

Tel. Murray Hill 3907
Bet. Broadway and Fifth Ave.
Parlor Floor. Take Elevator.

MARTIN & MARTIN

BOOTMAKERS FOR MEN & WOMEN

There's an air of style and elegance in our shoes that is profoundly absent in ordinary shoe making.

We represent the Thomas Cort Hand-Sewed Shoes, which, for twenty years, have been known among fashionable dressers as the finest Ready-to-Wear Shoes in the world.

We have ready the new fashionable Spring models for men and women, in lace and button oxfords, pumps, golf, tennis and yachting shoes in plain, brogue and west-end foxings.

Special attention is invited to our showing of low and medium heel Women's Oxfords, in all leathers, and in many new and beautiful lasts of custom quality and correctness.

Upon request, we will send our Style Brocure showing our latest models, for street, dress and sporting wear, with particulars regarding our unique Service-by-Post. All fittings carefully recorded, so that future orders are quickly filled. Custom department in connection.

Priced at $7 upwards.

MARTIN & MARTIN
Bootmakers for Men and Women

NEW YORK: 1 East 35th St.
CHICAGO: 183 Michigan Ave.



No More Department Stores

for the discerning woman who wishes to buy

Laces and Lingerie

at extraordinarily low prices.

We offer a superb assortment of real laces, dainty negligées, embroidered shirtwaists, petticoats, silk hose and underwear at prices that baffle competition. We watch the market and buy when prices are down—you get the benefit. Among our offerings are:

Fine Baby Irish Insertion.

Lattice ¾ in. wide, 25c., 35c. per yard
" with rose in relief ¾ in. wide, 35c. 1 in. wide at 45c. per yard
" with rose and shamrock 2 in. wide, at 95c. per yard

Lace Collars—Round Dutch collar, real baby Irish lace, at 95c., $1.95, $3.50.

Irish Crochet Jabot—Lattice work edging, ¾ in. wide at 55c., $1.50, $2.

Shirtwaist—Hand embroidered French yoke in blue or coral, lace trimmed, $1.95.

Messaline Petticoat—16-inch flounce, all shades and black, $3.75.

Nightgown—Finest crepe, trimmed with linen torchon lace, $1.35.

Silk Hose—All shades and black, 79c. pair.

Combination—Trimmed with torchon lace and beading, $1.45.

"Across the street from the Waldorf-Astoria."

The Waldorf Lingerie Shop

24 West 33d St. **New York**



Every through train and every ocean steamship in the worla is carrying HARTMANN WARDROBE TRUNKS.

Berth-high



For Men or Women

Berth-high is the one adequate steamer wardrobe trunk. *Men's Style* carries 5 to 7 suits or overcoats, according to the weight of garments, and full equipment of furnishings. *Women's Style* carries from 7 to 10 suits or gowns, depending on weight, with everything needed in hats, shoes, accessories and lingerie.

Boodwar



For Women only

Boodwar, as its name implies, permits any woman to enjoy all the comforts of closet and dresser while traveling. It will carry 10 to 15 suits or gowns, abundant lingerie and furnishings, including hats and shoes. This wardrobe trunk is *only 36 inches long*, but it has all the carrying capacity of the ordinary 51-inch model.

We will gladly furnish booklet giving full information about the Hartmann Specialties and also give you the name of a dealer who will supply you.

HARTMANN TRUNK COMPANY
204 Jackson Boulevard, Chicago, Ill.

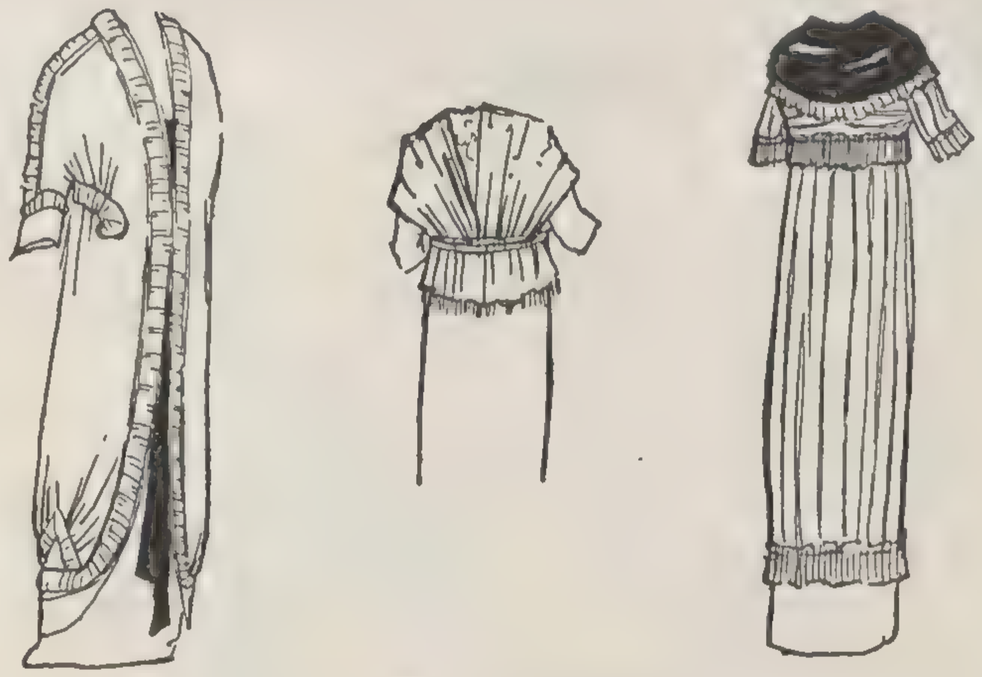
You can live in a trunk and enjoy it if it's a HARTMANN WARDROBE



Reverse views of models shown on page 35



Reverse views of gowns illustrated on page 37



Reverse views of models shown on page 38

FASHION DESCRIPTIONS

(*Continued from page 108*)

PAGE 38

LEFT FIGURE.—Separate coat for summer wear of Nattier blue chiffon taffeta by Jeanne Hallee. Insertion of puffing edged with cord. Black velvet streamers at front. Suzanne Talbot hat of white taffeta, the underbrim faced with straw. Pinnacle trimming of white chiffon roses.

MIDDLE FIGURE.—Quaint wrap of old-blue taffeta from Lacroix, with a ravelled edge, a caprice of the season, and three rows of shirring over cord. Maria Guy hat of moss-green straw trimmed with delicate pink heather.

RIGHT FIGURE.—Paul Poiret model of rose-and-white striped chiffon over a satin foundation. Ruffles of plaited chiffon and fichu of black taffeta, edged with a white ruche trimming. Maria Guy hat of black taffeta faced with velvet and trimmed with pink chiffon roses and plumes.

PAGES 40 AND 41

LEFT FIGURE.—Francis model of blue-and-white foulard with tablier, bib and shoulder straps of raw silk in écru color. Kimono sleeves of écru lace, deep cuffs of the raw silk and undersleeves of écru chiffon. Insertions of drawnwork edge the inner sides of the shoulder straps. Pattern cut to measure, price $4.

(*Continued on page 112*)

BERTHA



GOWNS

Sketches with estimates submitted upon request

41 West 36th Street
New York

Do You Worry about what Your Mirror Tells You?

Natura Acne Lotion

by antiseptically cleansing the skin, clears the complexion and is unsurpassed for removing pimples and blackheads

TRY A BOTTLE TODAY, 75c. and $1.00

NATURA ROSE EMOLLIENT

The Perfect Complexion Cream.

Sent postpaid on receip. of price, 50c and $1.00

Write for price list and circular describing our many other preparations for improving the complexion.

THE NATURA COMPANY

561 FIFTH AVE., N. Y. S. E. cor. 46th St.

BEAUTIFUL ART IN BEADWORK

Gives plain directions, with illustrations, how to make Necklaces, Belts, Purses, Lampshades, Dress Trimmings and **hundreds** of pretty things for the home, to **wear** and to **sell**. One young lady, taking a design from this book, bought $5 worth of beads and made a purse, which she sold for $100.

At all Book Stores or 25 cents by mail, postpaid.

Address: United Beadwork Co.
83 Chambers St., N. Y. City.

YOUR EYEBROWS!

ARE THEY FALLING! ARE THEY THIN! ARE THEY LIGHT COLORED! If so, try BARLATTAR EYEBROW GROWER. Wonderfully successful. Nothing equals it. It provides just the stimulant nature needs to arouse the enfeebled haircushions into renewed activity. It darkens the color. It promotes a new growth. $1.00 per jar. *Send for circular on the cultivation of the Eyebrows.*

A. G. LYFORD, 128-B Tremont St., BOSTON, MASS.

Caron Paris

Artistic Perfumer
His Latest Novelty
"Mimosa" Extract

Sold by the best stores.

Flaxon

Summer Fabrics

The Summer of 1911 will witness a greater-than-ever vogue of both white and printed Flaxon Summer Fabrics. These dainty goods possess the sheerness so desirable for the new modes, while in texture and finish Flaxon is as beautiful and durable as the costliest lawns and linens. The brilliant finish of Flaxon is permanent—the exquisite shades and dainty prints will remain bright in spite of repeated laundering.

Flaxon Summer Fabrics are especially appropriate for all Summer uses—for evening gowns, afternoon frocks, misses' and children's dresses, shirtwaists, baby dresses and the finest French lingerie.

Flaxon Fabrics are sold in a wide variety of beautiful whites and charming colored prints by leading stores everywhere. Ask for "Flaxon" and be sure that the name in red appears on the selvage of every yard you buy.

12½ to 50 cents per yard

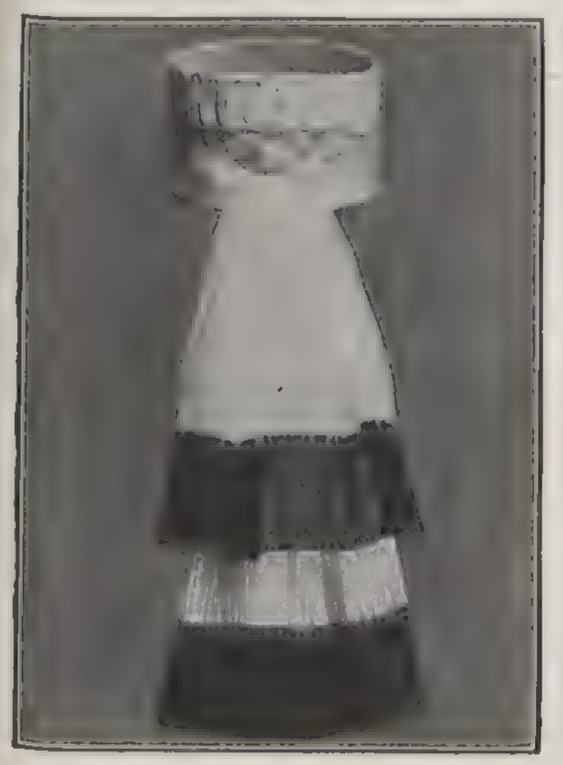
CLARENCE WHITMAN & COMPANY
39 Leonard Street, New York City, N. Y



The Flaxon Girl

Ask your dealer to show you a Royal Society Shirtwaist Package, containing 3 yards of Flaxon stamped for embroidery and sufficient Royal Society Embroidery Floss to complete the design. The designs are in great variety. Full size paper patterns and cutting chart. In sizes 34, 36, 38, 40 (all 4 patterns). Price $1.00.

Spring Specialty



Graceful and becoming design in plaited net, folding around collar and falling in double jabot. White, with hem of black or correct shade in pink, blue or lavender. Sent postpaid on receipt of $1.50. Braided linen stock can be ordered in any size, $2.50.

EMILY LESTER MUNN
103 Plymouth Avenue
Rochester - - New York

Priestley's "Cravenette"

Reg. U. S. Pat. Off.

ENGLISH MOHAIRS

For Tailor-Made Suits, Skirts and Outer Garments

These **"Cravenette" Mohairs** are ideal fabrics and have the **necessary weight for tailor-made suits.**

"Rain Will Neither Spot Nor Wrinkle Them."

They come in a large variety of patterns in beautiful mannish effects - Blacks, Blues, Grays, etc.

This circular registered trade-mark is stamped on the wrong side of cloth.

NONE GENUINE WITHOUT IT.

REG° "Cravenette" TRADE MARK — Priestley's English Mohair

Leading dry goods and department stores show them in the piece and in ready-to-wear garments. Your tailor can make you a garment to measure by securing the cloth from his jobber.

B. Priestley & Co.

BRADFORD, ENGLAND
American Selling Offices
100 Fifth Avenue, New York
Cor. 15th Street



Prompt attention to out of town orders

STURGIS

MILLINERY
IMPORTED MODELS
AND
ORIGINAL DESIGNS
FOR
SPRING AND SUMMER
FROM $15

341-347 FIFTH AVENUE
NEW YORK

Opposite the Waldorf

Madame Blair

B — NEW YORK

The Remodeling Shop

Have you been looking over your summer suits and gowns? Spring is ushering in summer styles and fabrics—why not let me show you the great possibilities in one of those gowns or suits you thought of casting aside?

Without any great cash outlay these can be freshened and given this season's styles.

Any of my customers, and I have a large list in all parts of the United States, will tell you that the superior quality of my fit and style is unquestioned.

I do all kinds of high-class dressmaking; my smart evening coats at $50 cannot be duplicated anywhere in New York for less than $75 to $100; ladies' gowns—both afternoon and evening; street suits; distinctive separate blouses—both tailored and fancy; tub dresses—cotton and linen—from $15 to $40; cleaning, pressing, etc.

My telephone number is Riverside 4884.

I shall be pleased to give you my PERSONAL SERVICE over the telephone, in an interview or by letter. Out of town customers need only to send me their exact measurements for remodeling or new garments and I'll guarantee a satisfactory fit.

Reasonable Prices

132 West 91st St.

New York City

You can save money by using my New York shopping service.

GENUINE R&T SILKS

The silks that made a place for themselves and stayed there.

"Indra"

"ARAB"

"SALOMÉ"

and our famous Skein-dyed Black Shantungs.



A smart model of satin-faced "Salome" Shantung.

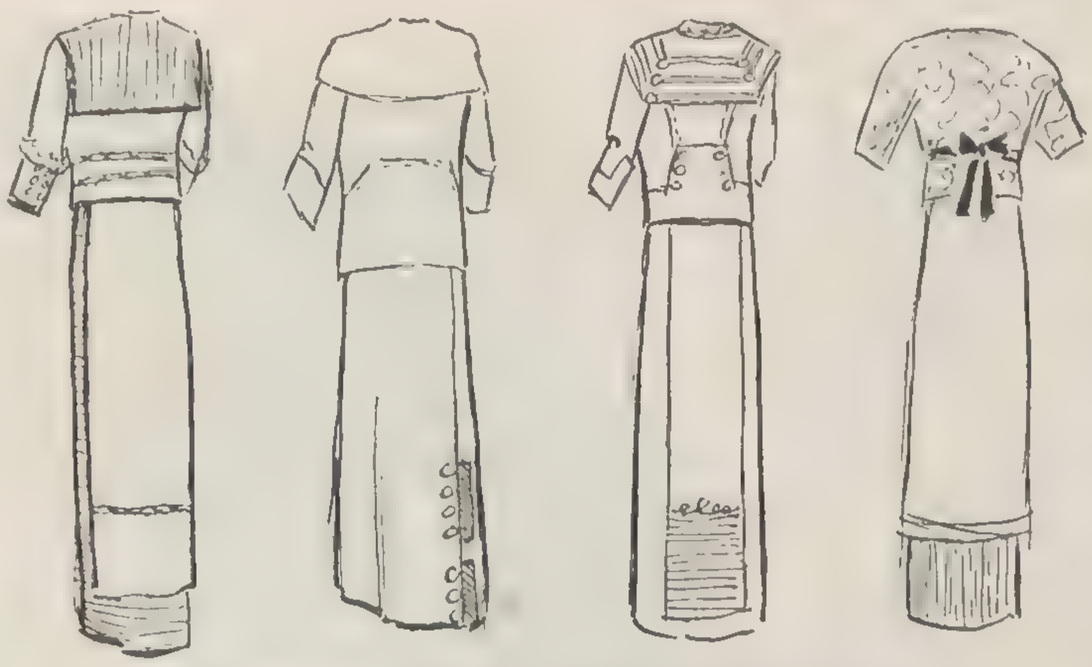
When with a burst of Oriental splendor this series of silks made their début, they were immediately acclaimed the "last word" in silk smartness.
That is just what they are, "smart." Of course, bearing the R. & T." trade mark, they are pure, and by the same token, they are in every sense worthy.

But the word "smart" perhaps best describes them—smart in the sense that one uses it when describing a fabric of elegant simplicity, yet distinctive—that has quality and class written all over it.
These fabrics gave the vogue to the silk walking suit. And in tailored effects of all sorts they are supreme. For motor car apparel, for evening cloaks, for afternoon costumes, for trotteur suits, and for general utility in fashionable wear they are without equal.

Look for the names on the selvage.

ROGERS, THOMPSON, GIVERNAUD CO.

Fourth Ave. at 24th Street, New York



Reverse views of models shown on pages 40 and 41



Reverse views of models shown on pages 40 and 41

FASHION DESCRIPTIONS

(*Continued from page 110*)

SECOND FIGURE.—Pink linen costume by Paquin with shawl collar of Russian blue silk. The coat fastens diagonally with large white pearl buttons, the zig-zags being marked with soutache braiding. Pattern cut to measure; price: skirt, $2.50; coat, $2, or whole costume, $4.

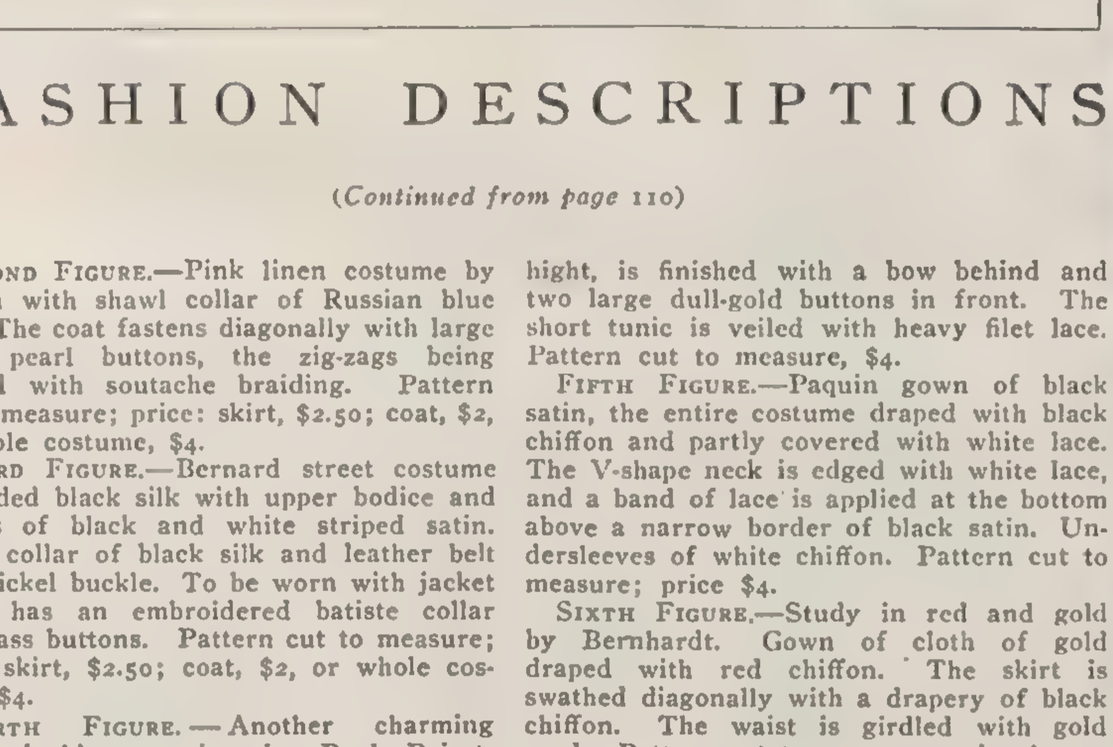
THIRD FIGURE.—Bernard street costume of corded black silk with upper bodice and sleeves of black and white striped satin. Sailor collar of black silk and leather belt with nickel buckle. To be worn with jacket which has an embroidered batiste collar and glass buttons. Pattern cut to measure; price: skirt, $2.50; coat, $2, or whole costume, $4.

FOURTH FIGURE.—Another charming black-and-white creation by Paul Poiret. Made of black chiffon over white satin. The black velvet girdle, placed at Empire hight, is finished with a bow behind and two large dull-gold buttons in front. The short tunic is veiled with heavy filet lace. Pattern cut to measure, $4.

FIFTH FIGURE.—Paquin gown of black satin, the entire costume draped with black chiffon and partly covered with white lace. The V-shape neck is edged with white lace, and a band of lace is applied at the bottom above a narrow border of black satin. Undersleeves of white chiffon. Pattern cut to measure; price $4.

SIXTH FIGURE.—Study in red and gold by Bernhardt. Gown of cloth of gold draped with red chiffon. The skirt is swathed diagonally with a drapery of black chiffon. The waist is girdled with gold cord. Pattern cut to measure; price $4.

(*Continued on page 114*)



Reverse views of gowns shown on page 43

Velutina
The Velvet of Fashion



GREATER than ever will be the demand for a rich, serviceable velvet fabric next Fall. Such a fabric is "Velutina" To every dress purpose for which velvet can be used from the tailor-made suit to the pump or parasol, there is a grade of "Velutina" ideally adapted.

"Velutina" is on sale at the better stores everywhere

N. Erlanger, Blumgart & Co
[illegible] Street New York City

Mark YOUR Linen!
WITH
CASH'S Woven Name Tapes
Neater and Better Than Marking Ink

A. Cashwoven

Your Name can be woven in red, blue, black, navy, green or lavender. Guaranteed fast colors.
ORDERS FILLED IN A WEEK
Samples, etc., sent free on request. Orders can be placed through any dry goods store.
PRICES:
12 dozen, $2.00 6 dozen, $1.25
J. & J. CASH, Limited,
407 Chestnut St.., South Norwalk, Conn.



Your Fair Complexion
will be preserved by the use of
The Vernèt Crême de Velours
The facial cream that gives satisfaction
Like velvet and delicately scented
Absolutely reliable and unsurpassed
Restores the Bloom of Youth
leaving the skin firm, white and smooth. A trial will convince you. Sent postpaid to any address in the U. S. Per jar, $1.00.
POSITIVELY WILL NOT GROW HAIR.
¶ Write for Price List and Directions.
Facial Treatments given at our Parlors.
Mme Du Vernet
542 5th Ave., Cor. 45th St. New York City
Tel. 2859 Bryant.

"A FINISH FOR THE FIGURE"



The Original and Genuine

Brassierette

C & H

Be sure this Trademark appears on the Garment

Price $1.50

This comparatively New Garment has won the approval of well-dressed women everywhere.

It supports the bust naturally and comfortably. Will not flatten or press it upward. Fastens in front with hooks and eyes and adjusts by lacing. The high, close-fitting back prevents the prominence of fleshy shoulder blades and eliminates the unsightly corset ridge.

AN ABSOLUTE NECESSITY DURING SHIRTWAIST SEASON

The semi-fitted nainsook cover (which covers the front only) is daintily trimmed with fine laces and ribbon run (Buttons like the ordinary corset cover). **CAUSES NO FULLNESS WHATEVER.**

Sizes 32-48 bust measure.

At your dealer's. If not, communicate with us. Also ask for our illustrated catalogue.

WILLIAM E. CAIN CO., 16-22 Lawrence St., Newark, N. J.

Mme. Aphe Picaut

Ostrich and Fancy Feathers

Feathers, Feather Boas, Etc.

Repairing, Cleaning and Dyeing

38 West 34th St., New York

Telephone 6512 Murray Hill



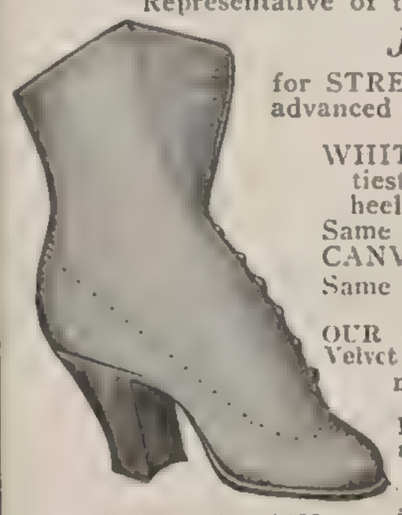
Our work has given satisfaction for over fifty years to many of New York's representative families. And we feel that we can also satisfy you.

A Distinctive Boot *For SPRING and SUMMER WEAR*

Representative of the many exclusive and original models we are showing

JACK'S SHORT VAMP SHOES

for STREET and EVENING wear closely follow the dictates of advanced orthopedy and give to the foot unusual grace and charm.



STYLE No. 9023.

WHITE BUCKSKIN BOOT, one of this season's prettiest designs. Hand Welt soles, fancy buttons, Cuban heel $5.50
Same in PUMPS 5.00
CANVAS BUTTON BOOT, as above 4.50
Same in PUMPS 4.00

OUR SPRING LINE, now complete, includes—Pumps in Satin, Velvet and corduroy in black and colors, also all other seasonable materials, from **FOUR DOLLARS UPWARD.**

In our MAIL ORDER DEPARTMENT Perfect Service is guaranteed. Write for new Catalog H and self-measurement blank.

We carry a full line of "ONYX" Silk and Lisle HOSIERY in all shades and qualities.

JACK'S *SHORT VAMP* **SHOE SHOP** 495 Sixth Ave., N. Y. *Between 29th and 30th Sts.*

Tel. Madison Sq. 7053



The Achievement of an Ideal

Here it is perfected at last—a new aid to womanly beauty, the result of years of careful, scientific study and patient experiment in my Beauty Salons. I was determined to have a beauty cream superior to, and far more effective than, any other preparation sold for toilet use; my exclusive following required it, and now, for the first time, I offer my

VANITY CREAM

to women everywhere who seek the best of everything for their toilet needs. My Vanity Cream is a pure, snow-white, innocent unguent of velvety consistency that softens and whitens the skin, makes it "feel good," look bright, clear and youthful. This dainty, blossom-scented cream *will* remove little lines and blemishes; it immediately enters the skin, promoting its health and loveliness. Vanity Cream is the perfect toilet requisite for gentlewomen. In glass jars, by mail, two sizes, 75c., $1.50.

Other Aids to Feminine Daintiness

Grecian Chin Strap

A corrective for double chin, which brings the relaxed parts back to their proper position, restoring graceful contour to the cheeks and eliminating lines and wrinkles during sleep. Two styles, rubber and silk elastic, $5 each.

Grecian Cleansing Cream

Delightfully soothing to sensitive, delicate skins. Cleanses perfectly, refreshes. Per jar, 50c., $1 and $2.

Grecian Daphne Skin Tonic

Tones up the baggy, sagging tissues; removes lines, puffiness under the eyes; allays irritation; normally closes enlarged, relaxed pores; affords a youthful color to the sallow complexion—75c., $1.50 and $3.

Grecian Muscle Oil

restores strength and elasticity to relaxed facial muscles; feeds the skin, fills out lines, hollows, wrinkles. Per bottle, 75c., $2 and $4.

Mail Orders Promptly Filled.

The Springtime of a Woman's Life

should be all the time. Here in all the privacy and dainty surroundings of my well-appointed Salons, lovely woman may preserve or acquire those charms of youthful beauty so dear to her heart. My culture of beauty is scientific, surpassing anything hitherto offered. My clientele is strictly select; the elite of the Metropolis. Beautifying service at Salons; by appointment at hotels or residences.

My Essay, "Beauty—How Acquired and Retained," Sent on Request.

Elizabeth Hubbard

Suite 701, 505 Fifth Avenue, New York

Telephone 6634 Bryant



Like the Magic Touch of a Fairy's Wand

Nothing is so cooling and refreshing to the skin, and no other preparation enhances the facial charm so perfectly as the well known

Monte Christo Secret *of* Beauty

A Liquid Complexion Powder

which preserves and beautifies the skin. Being so fine in quality its use cannot be detected. Made in three shades: White, Pink and Brunette. Price $1.00 for 6-ounce bottle at your dealer or sent prepaid.

It Does not Rub off like dry Powder

Write to-day for illustrated booklet entitled, "Beauty, how to get it, how to keep it," which contains many important beauty suggestions and describes the full line of the well-known "Monte Christo" preparations, including

Creams, Face Powders, Rouges, Hair Dyes, Hair Tonics

Monte Christo Cosmetic Co.
13 E. 30th Street, New York
Near Fifth Avenue

The Children's Style Book



My Free illustrated catalog of clothing from **birth** to **14** years now ready. Never, in my years of experience, have I seen such **fascinating** and **dainty** styles of baby and Children's garments. Send **today** for **your** copy for I wish every mother and prospective mother to have a copy of this delightfully interesting **style-book** of beautiful things for Little Folks at money saving prices.

Send **$1.00 bill** or Money Order for this Nainsook dress with beautiful imported hand embroidered yoke; neck, sleeves lace trimmed, **6 mos.** to **3 yrs.** (give age) or **long slip** delivered until **June 1st.** My outfit of **30** long or **12** short patterns, directions, materials only 25 cents. **Send now.**

MRS. ELLA JAMES,
151 Union Bldg., Syracuse, N. Y.

Marquis

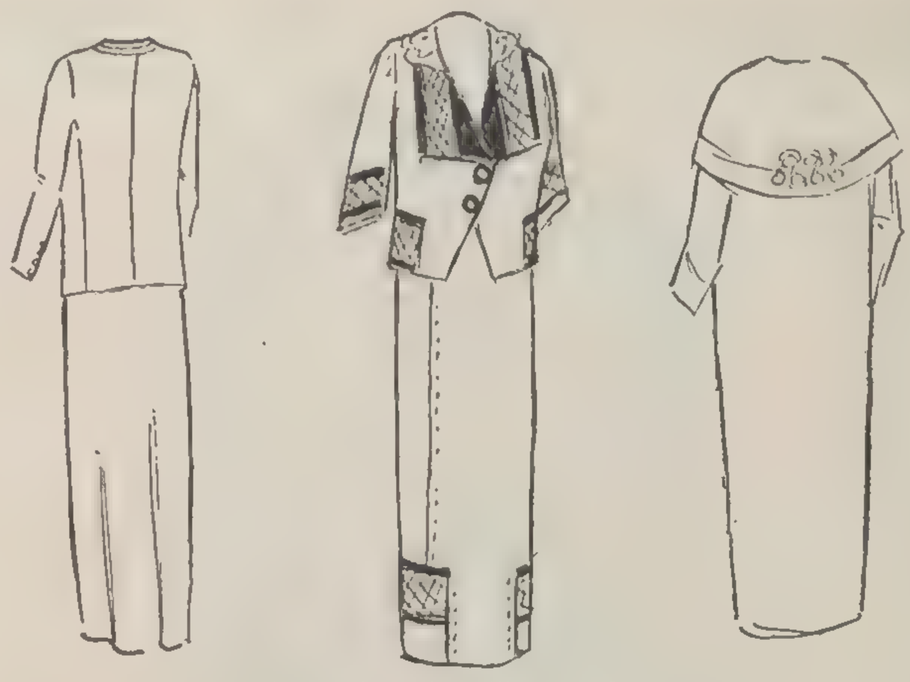


Imported and Original Models

Special attention given to out-of-town customers.

296 Boylston St., Boston, Mass.

RIDING HABITS



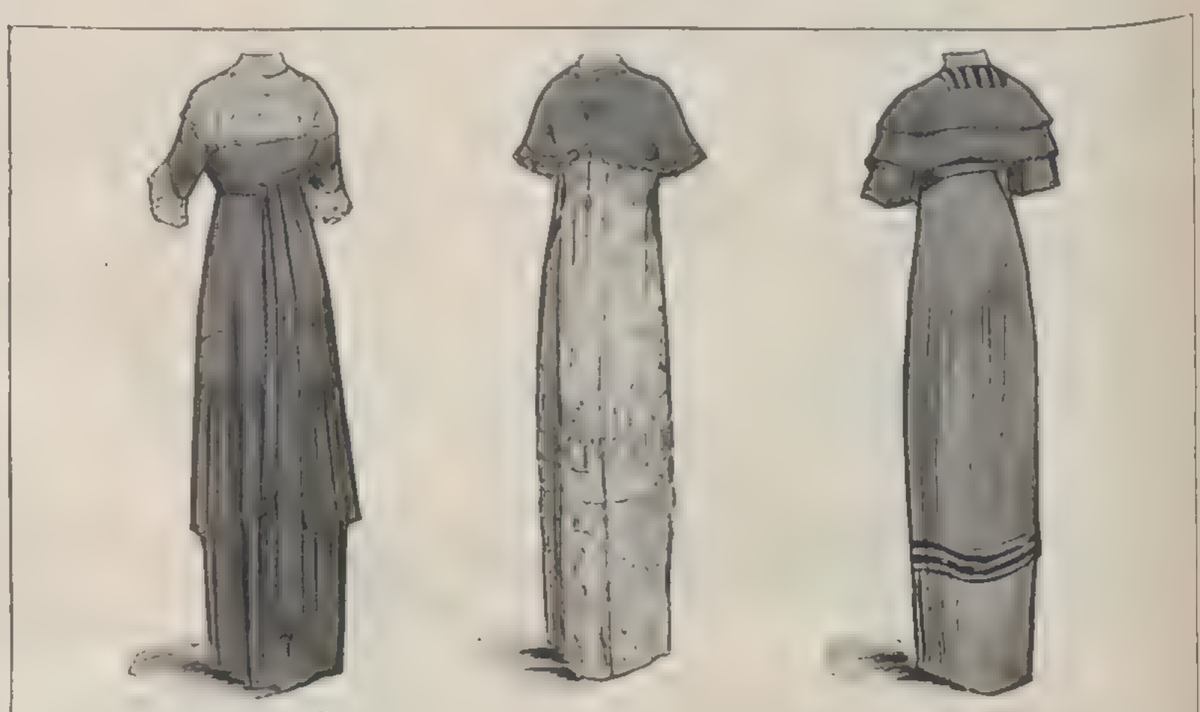
Reverse views of models illustrated on page 44

FASHION DESCRIPTIONS

(*Continued from page 112*)

SEVENTH FIGURE.—Dumay gown of rose-bordered gray chiffon over satin foundation in ashes of roses. Decolleté of silver filet lace to correspond with skirt garnishing. Bertha of the rose-bordered chiffon edged with ball fringe. Corsage ornament of rose and buds in silver and rose. Pattern cut to measure; price $4.

RIGHT FIGURE.—Paquin model of old-blue taffeta with a broad sash of old-rose taffeta edged with ball fringe. Gathered skirt with three tucks at the bottom. The draped fichu of white net is edged with lace to correspond with elbow sleeves.



Reverse views of gowns shown on page 45

PAGE 43

LEFT FIGURE.—Paul Poiret model of Delft blue rough silk with embroidered bands at neck and sleeves. Plastron trimmed with medallion of lace and fringe of worsted balls. Empire waist partly girdled with black velvet belt finished with gold ornaments.

MIDDLE FIGURE.—Callot evening gown of supple white satin, Venetian lace veiled with chiffon forming the right half of the bodice. Decolleté edged with rhinestone band trimming, the overskirt being caught at the back with a large rhinestone ornament placed at the Empire waist-line. Chiffon sleeves edged with pink silk fringe.

PAGE 44

LEFT FIGURE.—Dark blue serge coat suit trimmed with serge-covered buttons. Collar of black moiré silk, the center outlined with a black cord. The front of the jacket is cut in one piece with a dart running from bust to shoulder. The edge of the coat and the buttonholes are finished with a piping of black silk. Circular skirt with a seam on each hip.

MIDDLE FIGURE.—Dark blue serge coat suit trimmed with bands of peacock blue

(*Continued on page 116*)



Reverse views of models shown on page 46



No. 94. A handsome Tea Gown of fine swiss embroidery combined with dainty Val. lace and fine tucking, lined throughout with china silk. Price **$47.50**

No. 169. This House Gown has long, simple lines, and is made in a fine French batiste, trimmed with wide Cluny or Valencienne insertion and lace, all lined throughout with china silk. Desirable for maternity use. Price **$25.00**

Also obtainable in crêpe de chine and silk.

No. 170. A very dainty lingerie gown of fine sheer French batiste, lined throughout with china silk. Trimming of real Irish lace, medallions and insertion combined with Val. insertion and fine tucks. Price **$31.50**

EVERYTHING MADE TO MEASURE - EVERYTHING MADE ON THE PREMISES

19 West 38TH St. WEST OF FIFTH AVE.

Lane Bryant

ESTD 1900

New York

Trousseaux a Specialty

Ten years of experience in manufacturing and selling direct to the wearer of

Tea Gowns, Negligees and Simple Dresses

gives me an unequalled opportunity to study the wants and tastes of patrons and assures you of prices at least 30% LOWER than those prevailing elsewhere. My styles are both EXCLUSIVE and REFINED. Every garment is made on the premises—NO SHOP WORK—the kind of garment you never see in a DEPARTMENT STORE. *The Assortment* is positively the largest to be seen anywhere. Here you will find styles to suit every taste, age and occasion, with the additional advantage that *I will change any design to your own ideas.*

NO EXTRA CHARGE FOR MAKING TO MEASURE OR ALTERATIONS.

MAIL ORDERS. My large out-of-town clientele gives me every facility for prompt and efficient execution of mail orders, fit of every garment is guaranteed.

Sketches, measurement blanks and descriptions are furnished upon request.

EPOCH-MAKING INVENTION

One-Piece Maternity Dress Pat. Apl'd.

After years of experimenting, I have perfected a one-piece Dress, which can be worn *in normal condition,* as well as throughout all stages of Maternity, without *the need of even moving one hook,* and absolutely conceals all effects of a Maternity Dress. I am showing this dress in all the latest styles and fabrics, in Morning, Afternoon and Evening Gowns.

Price from $16.50 to $50.00

London Paris



Madame Brooks

The Eminent English Beauty Specialist

Beauty Salon

51 West 39th Street, New York

This luxurious establishment for the cultivation and preservation of beauty will appeal to ladies whose arduous social duties require relaxation and special treatment.

"Savonette," used by Mme. Brooks in her treatment, tones up tired muscles and is a wonderful skin cleanser and bleacher. By mail, **$1.00**

"Cream of Violets," a well-known English beauty cream, is wonderful in its feeding properties, and applied at night will be found most beneficial. By mail, **$1.00**

"Herbal Oil,"—An oil for the treatment of puffiness under the eyes and for the correction of hollows of the neck and arms. By mail, **$2.00**

Mme. Brooks' Special Beauty Treatment —An invention of her own; must not be confounded with inferior substitutes; and can not be had in any other salon in America.

Consultation Free.

Exact



Size

The Junior Tattoo

Because a clock is an alarm clock is no reason why it should be an ugly affair. The Junior Tattoo is artistic, yet it is a gentle but insistent alarm clock. Every twenty seconds for five minutes it will call, unless the silent switch is turned. You cannot resist its morning greeting. You must get up.

Look at the illustration. This is exact size. You can easily carry the Junior Tattoo in a small traveling bag.

Useful to call you in the morning, for the afternoon nap and to warn the cook when the cake is baked. Make your guests independent of servant's calls by furnishing the guest room with a Junior Tattoo.

Price $1.75 *(in Canada duty extra)*

In a beautiful gilt finish, $2. With rich leather (red or black) case, $3. If your dealer cannot supply you, send his name and the price for as many as you want. We ship charges prepaid. Send for interesting booklet giving full description of clock and containing an amusing short story.

THE NEW HAVEN CLOCK CO. New Haven Conn. **125 HAMILTON STREET**

Embroideries direct from Switzerland

The latest designs in dresses and waists exquisitely embroidered on the most fashionable materials: Batiste, linen, net, zephyr, marquisette, cashmere, eolienne, silk-voile, pongee and crêpe de chine—in all colors.

WAISTS
$1.75 up to $8.50
DRESSES
$4.75 up to $50



Made in Switzerland, where labor is cheap. You will find them surprisingly moderate in price. It no longer pays you to embroider them yourself. We submit actual samples in colors of each pattern and a Paris fashion plate showing just how to make it up.

Orders filled from our home office in Lucerne, Switzerland, through our New York office.

Delivered Duty Prepaid.

Write today for portfolio K, showing 55 new designs, dresses, waists, suits and children's dresses. Address

SCHWEIZER & CO.
Dept. K. 105 Fifth Ave., New York



NEW SALAD—TRY IT

MAKE a dressing of one egg, tablespoonful butter, half cup vinegar, salt, pepper, mustard to taste. Boil to thicken, stirring in two tablespoonfuls Underwood Deviled Ham. Pour over chopped lettuce, celery and tomato. Serve cold on crisp lettuce leaves. *Then—*

TASTE THE TASTE

How do we make Underwood Deviled Ham taste good? Well, we just take good ham that's been salted and sugared and hickory smoked. We boil it *en casserole* to save all the juicy ham taste. We grind it fine and mix it with the famous Underwood Deviled Dressing of mustard and 42 spices.

You serve it for luncheons, teas, quick meals. You take it on picnics, camping and fishing trips.

"Taste the Taste and Some Cookery News" gives 28 other recipes that are ecstasies of taste. Free for your grocer's name.

"Underwood's New England Sea Foods" tells of the suave sea taste of Underwood's fried Sardines in oil, mustard, tomato sauce or souse; Underwood's Clams in their own insinuating juice; Clam Chowder, etc. Free.

For 15c and your grocer's name, we'll send a 15c can of Underwood Deviled Ham to try.

Put Underwood's New England Sea Foods and Underwood Deviled Ham on your grocery list today.

Wm. Underwood Company, 68 Fulton Street, Boston, Mass.

UNDERWOOD DEVILED HAM





Branded with the Little Red Devil



Reverse views of models shown on page 48

FASHION DESCRIPTIONS

(*Continued from page 114*)

satin covered with trimming of black silk braid and edged with bands of black silk soutache. Back panel in skirt hangs loosely from the hips to the bottom of the skirt and is lined with peacock-blue satin. The jacket and skirt are ornamented with black and gold buttons, and the embroidered collar has a heading of several rows of soutache braid in green, gold, black and peacock blue.

RIGHT FIGURE.—Wrap of natural-color pongee, trimmed with self-covered buttons and cords of satin in the same tone. The wide satin collar is edged with a band of pongee. The cuffs are piped with satin.

PAGE 45

LEFT FIGURE.—Gown of figured foulard trimmed with bands and pointed girdle of satin. Guimpe of linon, fichu and sleeve trimming of Venise lace.

MIDDLE FIGURE.—Dull blue chiffon flowered with little bouquets of soft red blossoms. Foundation slip of blue messaline. Flounce of cream lace. The puffings on the skirt are corded top and bottom with a blue satin covered cord, and between the top puff and the middle one there is a gathered strip of plain cream net. Blue messaline bolero trimmed with tiny plaitings of the same. Margaine Lecroix model.

RIGHT FIGURE.—Costume of emerald-green etamine, revers and tunic trimmed with black and white striped silk. Patterns of these models cut to measure; price $4 each.

PAGE 46

LEFT FIGURE.—Drecoll model of emerald-green chiffon over white satin, embroidered with beads. The tunic is edged with a band of gold embroidery, from which are suspended ornaments of gold passementerie set with jewels. Pink ribbon is draped under the bodice veiling and around the skirt at the knees. The yokes and undersleeves are of fine white lace.

MIDDLE FIGURE.—Jean Hallee model of white crêpe météore with an underskirt of black satin, the girdle of white satin and the bodice of white lace. Front panel and neck trimmed with black and white beads with buckle to correspond. The tunic is finished with bead fringe.

RIGHT FIGURE.—Bernard model of old-blue satin ornamented with satin-covered buttons. The coat is finished with stitched bands of satin. Lingerie collar of embroidered batiste.

PAGE 48

LEFT FIGURE.—Paquin model of green satin veiled with black satin striped chiffon. Plastron of emerald-green satin, undersleeves of black lace and yoke of white chiffon. Pattern cut to measure; price $4.

MIDDLE FIGURE.—Embroidered batiste gown with violet taffeta jacket by Francis. A wide panel of lace extends from the yoke to the embroidery of the skirt. Horizontal bands of violet satin and chiffon flowers in deeper tones of violet. Pattern cut to measure; price $4.

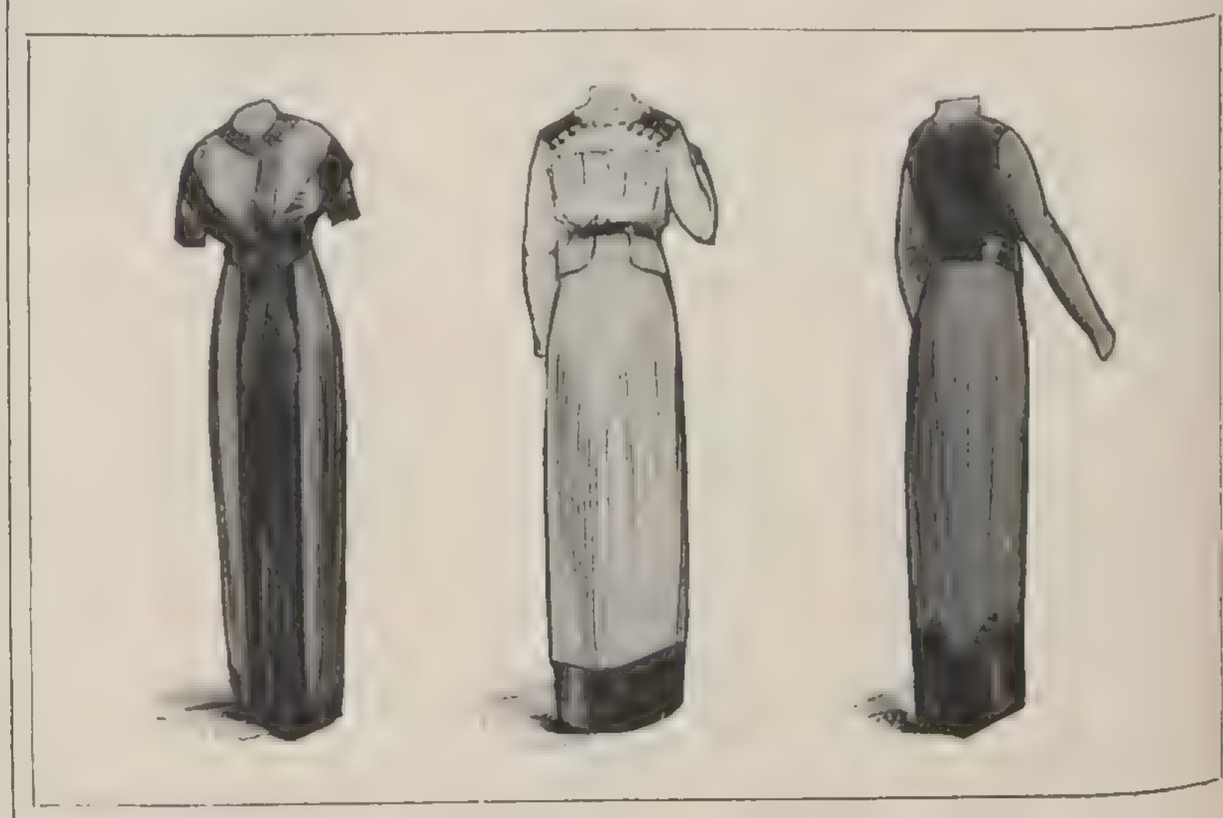
RIGHT FIGURE.—Motor coat of écru linen with panels of open mesh linen in the same tone. Collar faced with bands of blue and green changeable taffeta. Pattern cut to measure; price $3.

PAGE 49

LEFT FIGURE.—Costume of king's blue satin with back panel and arm drapery of black satin. Trimming of wide novelty braid in which blue and gold are the predominating colors.

MIDDLE FIGURE.—Apricot silk over *fourreau* of black velvet with jacket trimmings to match. Patent leather belt with fancy buckle and tiny black satin buttons.

RIGHT FIGURE.—Gown of black satin and velvet worn with quaint Dutch bonnet showing the characteristic ear-laps. Corsage of white mousseline de soie with piping of black satin. Patterns of these models cut to measure; price $4 each.



Reverse views of models illustrated on page 49



Hand Made



Children's Ankle Ties designed to permit the healthy growth of the baby foot.

Sizes 5 to 8

Tan and Black Kid and Patent Leather	$2.00
White Buck - -	$2.50

Children's Button Shoes, broad toes, re-enforced at arch to prevent any tendency to flat feet.

Sizes 5 to 8

Tan Russia - -	$2.00
Black Kid - - -	$2.00
White Buck - -	$3.00

Frank Brothers

THE FIFTH AVENUE BOOT SHOP

224 Fifth Avenue (Between 26th and 27th Sts.) New York

Where Fashionable New York Men and Women Buy Their Footwear



The Pleasant Way

to preserve your complexion this Summer—use just enough ELCAYA before and after the day's pleasures to keep your skin fair, soft and healthy.

CRÊME ELCAYA

"Makes the Skin Like Velvet"

shielding the complexion from the burning sun, the drying wind and harmful dust. ELCAYA is always *convenient* to use—a delightful "Dressing Cream" at any time. It makes you "*look*" *cool, fresh, inviting*—used with powder, it gives a most fetching appearance. Don't spoil your beauty with untried toilet creams; use ELCAYA, the cream of *proven* quality—quality attested by *universal* use.

SAMPLES FREE { Cream, Cerate, Soap, Powder, By Sending Dealer's Name.

All Dealers, Nation-Wide, Sell ELCAYA

James C. Crane, Sole Ag't, 108A Fulton St., N. Y.

PARIS

Maison Mae



AN attractive White Voile Gown—colored flower border—trimmed with real Irish lace in all sizes—

Price $25.

Sample of material sent upon request.

We offer a large assortment of Hand-made Lingerie and Chiffon Gowns and Blouses. Our Gowns—made in all materials—are worthy your careful inspection.

15 West 45th Street
New York and Paris

2 Faubourg Toissonniere

Jones' Cottages

IN Greater New York City is the best Summer Resort in America. Nowhere can one find a greater variety of advantages than those offered by the great city in summer. They are so many and so delightful, that thousands of real New Yorkers prefer to stay in town the whole Summer, rather than be subjected to the inconvenience of crowded and expensive resorts; but the ideal way to enjoy New York is to live just outside of its limits, but close enough to run into town whenever fancy prompts.

No more delightful summering place could be imagined than Sheepshead Bay, less than half hour from centre of the city's attractions; in itself a resort of world fame, where one may enjoy every form of Summer recreation that the seaside, country and city can afford: bathing, motoring, tennis, golf, delightful society.

Three new cottages have been added to Jones' Cottages this year, making in all six beautiful little homes where every environment is the home environment and where all the cooking is home cooking, and where the careful selection of guests protects you from unharmonious elements at all times.

Every form of amusement has been provided, such as a beautifully appointed billiard room, tennis court, rustic garden, music, etc.

Meals are served in the large dining hall of one of the cottages, or in the rooms, as guests may desire. Card parties and dances are arranged for each week, and a special feature is made of week-end parties for both Summer and Winter. We offer you everything that can be done for your comfort.

These cottages are open for inspection; arrangements made for only those socially eligible to be enrolled as guests; reservations are now being taken.

Rates $2.00 *a day up.*

EAST 19th STREET, SHEEPSHEAD BAY

Sabouraud's Hair and Scalp Treatment

Hitherto Known Only to a Few

Now Offered to All

IT is no longer necessary to go to Paris for the treatment of your hair as the same treatment that is given by the most eminent Hair and Scalp Specialist, Dr. R. Sabouraud, Chef du Laboratorie de la Ville de Paris a l'Hospital Saint-Louis, can now be obtained at 42-44 West 39th Street, New York City.

AMONG the many who have already taken this famous treatment are men and women of national reputation. They came as a last resort and found the aid they sought.

IF your hair falls, if baldness is in evidence, if an oily or scaly condition exists, this treatment will give results that cannot be obtained by any other methods. This treatment is the result of years of conscientious research, made by one of the most eminent Dermatologists of the present day.

Physician in attendance

JOHN H. GLEASON

42-44 West 39th St. **New York City**



Photograph by Sherril Schell

Kitty Cheatham, who fascinates old and young by her appealing songs and stories of the child world, will give a matinee at the Lyceum Theatre on Easter Monday.

SEEN *on the* STAGE

(*Continued from page* 61)

THE GAMBLERS AND THE CONCERT CONTINUED SUCCESSES

WITH the regular dramatic season nearing its close it is interesting to observe the number of plays that have run continuously for months, and others that are now to be seen in the leading theatres of New York. Charles Klein's "The Gamblers" continues its deserved popularity at Maxine Elliott's Theatre, where George Nash, in the leading rôle, has been giving consistent and steady evidence of his growth in dramatic art. Mr. Nash was but little known a few seasons ago. Now he is showing convincingly that he deserves the position which he won after being accorded the opportunity to show just what his talents were and how he could put them to the best possible use. "The Gamblers" is one of the strongest and best made plays the season has brought forth.

"The Concert," now in its eighth month at the Belasco, is a play that not only interests to an uncommon degree, but is one that carries an element of useful instruction to young femininity inclined to worship thoughtlessly at the feet of professional music teachers. One of the secrets of the success of this adaptation is the staging skill of David Belasco. He selected a competent company of players, but he also saw to it that they did their work as well as they possibly could and paid particular attention to harmonious work, that action and spoken lines might convey the effect of unpremeditated planning.

A FAMOUS INTERPRETER OF CHILDHOOD

EASTER Monday the fascinating Kitty Cheatham is to delight us again with one of her matinee programs made up of the songs of childhood which she has made a classic delight to this generation. She will also render for the first time some new children's songs and stories, telling the secrets of birds and flowers, and of course there will be those wonderful old negro songs which always charm her audiences.

Very charmingly does Kitty Cheatham speak of little children. She reveals a graver conception of the world of child than may be imagined by those who fail to discriminate between childish and child-like.

Her unique entertainments hold the children wide-eyed and delighted as she tells her stories straight to the heart and emotions of her youthful adorers. There are smiles and smiles and what could be more infectious and compelling than Kitty Cheatham's smile, behind which radiates real joy and happiness.

Steelcraft

MOTH-PROOF GARMENT CABINET

Assures the only real protection, in your home, to... **FURS** and other garments against **MOTHS**



They can't enter—neither could they live in this AIR TIGHT cabinet.

No camphor or other precautions necessary.

Made of sheet steel, tightly seamed, (enameled) it protects against Vermin, fire, dampness and dust.

Provided with a tamper proof spring lock guards against theft or "borrowing habit"

Arranged with turnable garment rack inside permits of easy access to contents, at any time.

Saves storage expense and irreparable damage to furs.

Light in weight—easily moved about (on casters) and conveniently placed in closet, bedroom or hall room. Requires little space.

NOW IS THE TIME YOU'LL NEED IT.

Made in Two Sizes.

No. 1—with 8 double hooks . $25.00
No. 2—with 12 double hooks . 35.00

SENT FREIGHT PREPAID.

Your name on cabinet without extra cost.

Write for booklet to nearest address.

THE STEELCRAFT COMPANY

MANUFACTURERS

NEW YORK CITY, 39 Cortlandt St. MILWAUKEE, WIS. 114 Huron St.

Annette

EXCLUSIVE STYLES

66 West 38th Street,
New York

Telephone, Murray Hill 5795



Made of Striped Voile. Hand Embroidery on front of waist and sleeve, of contrasting color. Self girdle. Cluny lace and black satin finishing neck and sleeve. Skirt piped in black satin.

Special $19.75

Tub Frocks	$ 8.75	Upwards
Cotton Voiles	15.75	"
White Serges	25.00	"
Foulards and Satins	25.00	"

Mrs. Adair

is preeminently an originator. To her ingenuity may be credited the foremost methods for the attainment and preservation of womanly good looks which have been accepted **FOR FOURTEEN YEARS** by a critical clientele of two continents. It was Mrs. Adair, who after long experimentation and actual practice, demonstrated that *sagging muscles* are the cause of hard lines, hollows, loose skin and double chin. There is only one successful treatment in the world which will restore these muscles to their normal condition, giving back the youthful contour and beauty to face and neck, and that is Mrs. Adair's *GANESH Strapping Muscle Treatment* practiced only in her three salons and used in conjunction with the famous *GANESH Eastern Muscle Oil*—a marvelous inimitable oil.

Visit Mrs. Adair's Salons in London and Paris

IN the Spring exodus to Europe Mrs. Adair's Salons at 92 New Bond St. W., London, and 5 Rue Cambon, Paris, (where the attendants speak English) will receive hundreds of American visitors who demand her Preparations and Treatments whether at home or abroad, and who are always assured of that same excellent service which makes a visit doubly pleasurable. When touring, take with you those Preparations which will protect against the ravages of wind and sun.

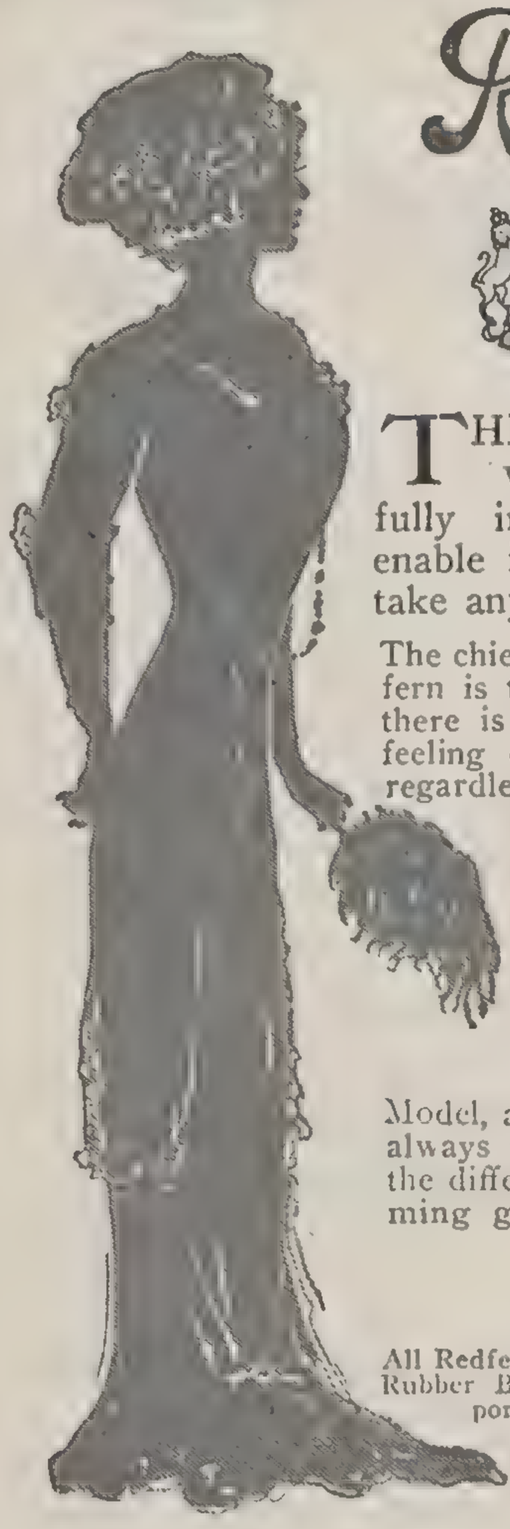
Mrs. Adair's *Ganesh* Toilet Preparations

are pure, efficient and trustworthy. They are all fully described in a price list booklet, which is gladly *sent free.* To those who cannot call at the Salon, full instructions for home treatment are sent by mail with all preparations and appliances. Mrs. Adair's valuable book *"How to Retain and Restore Youthful Beauty of Face and Form"* should be read by every woman.

Facial Treatment

Hygienic Facial Massage and Electrical Face Treatments (Vibro Treatment included) at Mrs. Adair's Salons cost **$2.50.** Course of six Treatments **$12.00.** Ladies only received.

New York, 21 West 38th St., Phone 3475 Murray Hill
London, 92 New Bond St. W. **Paris,** 5 Rue Cambon



Redfern Whalebone Corsets

THE resilient pliancy of Redfern whalebones model the form beautifully into fashion's requirement and enable it to comfortably and gracefully take any desired posture.

The chief charm of a figure modelled in a Redfern is the absence of the hard corset line,—there is no sense of a corseted form, but a feeling of figure buoyancy and youthfulness regardless of the age of the wearer. The firm, soft, silky fabrics with the exquisite laces or embroideries applied by the artist's hand, create a model that adequately serves as a foundation for the most delicate evening gown, as well as the severely tailored dress. The woman with rather an ultra taste, as well as the conservative in dress, can be fitted to a Redfern Model, as they vary in quality—with, however, always the same excellent boning and finish, the difference being only in the fabric or trimming grade, at prices from

$3.50 to $15.00
per pair

All Redfern Models are equipped with the SECURITY Rubber Button Hose Supporters—the best hose supporter there is.

Sold by High Class Dealers Everywhere

The Warner Brothers Company, New York, Chicago, San Francisco

Spring 1911 — Summer 1911

Fashionable Women Everywhere



Will be interested in this announcement.

We Have Now Ready

for distribution The Spring Number of our

Magazine *of* Fashion

A beautifully illustrated Fashion Book devoted entirely to *Dress* and the requirements of fashionable people everywhere. Send for it. A Postal Card will bring it to you.

On this page we illustrate one of our many beautiful

Tailor Made Suits

at

$25.00

This handsome Suit is made from fine White Serge—splendidly tailored, dressy, attractive, thoroughly up-to-date. Coat made with new French back and lined throughout with extra quality fine White Peau-de-Cygne. Correct in every detail. The skirt illustrates one of our most fashionable models. A well made, perfect fitting Suit—a marvel of tailored elegance—equal in appearance and make up to the finest custom made Suits at two and three times the price.

May we put your name on our mailing list?

Newcomb-Endicott Company

Detroit, Mich.



Copyright 1911, by DENNISON MANUFACTURING CO.

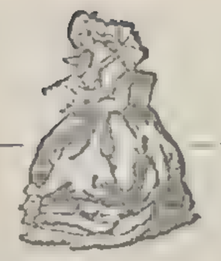
Dennison Crepe Paper Napkins

Extra Heavy Quality for Collations. For sale by all dealers

Dennison Manufacturing Company

BOSTON 26 Franklin St. | NEW YORK 15 John St. 15 W. 27th St. | PHILADELPHIA 1007 Chestnut St. | CHICAGO 62 E. Randolph St. | ST. LOUIS 413 N. Fourth St.





SHOPPING BULLETIN

In response to numerous requests, and in order to make our shopping service as helpful as possible, we shall publish at frequent intervals a shopping bulletin, to contain descriptions of the newest articles seen in the shops, memoranda of the best values procurable, and other shopping news of interest to women. Readers of our regular "Seen in the Shops" department will appreciate this supplementary service, which we furnish free of charge.

NOT generally obtainable, but to be had at one place in the city, are terry cloth towels with 3-inch deep, un-napped borders, designed for monogram purposes, the price being $16.50 a dozen. The price for an average monogram is $1.25. Other terry cloth towels, without these plain borders, may be identified, and at the same time charmingly decorated by applying embroidered linen medallions at the end of the towel. Such towels cost $13.50 and $16 a dozen, the price for the monogram being from $1.50 up. A dainty little boudoir pillow cover at $6.50 has a plain cut linen center, outlined with embroidery, a panel of German drawnwork and a hemstitched border.

OF GENERAL HOUSEHOLD INTEREST

Twentieth-century sanitation calls for a much higher degree of cleanliness than was possible during the old regime. Vacuum cleaning, which seems to be the most thorough method, may be done by hand or by electricity at home. A highly recommended electric cleaner may be had for $37.89.

To be placed inside any kind of a wash boiler, on any kind of a stove (by the housewife who insists upon sterilized laundering), a new washing appliance, which works on the same principle as a coffee percolator, may be bought for the small price of $2.69. This device, which will be sent on four weeks' trial, causes perfect circulation of the water, and hence thorough cleansing of the clothes without any damaging friction. The dirt is forced out in the most natural way without injury to the clothes.

Sweet grass pin cushions with green velvet tops cost $1.31 and $1.44. A new bird cage, a variation from the customary square and cylinder shapes, is known as the "airship." It costs $4.34. Another shaped like a globe, may be had in two sizes, at $4.33 and $6.06, respectively. A service of china with a pretty green gold Grecian border and gold decorated handles costs $22.25.

"St. Regis" is the name of a pretty goblet in an optic design, which is very good value at $2.50 a dozen. There are only two places in town where one can buy a lovely La Vallière pattern in rock crystal goblets, the price being $35 a dozen. A less expensive etched goblet in a pretty pansy pattern costs $15 a dozen.

TWO WORTH-WHILE ITEMS IN PLATED SILVER

A convenient toast-and-egg rack, having hollowed compartments for four eggs and side racks to accommodate six slices of toast, salt and pepper occupying the center, is made of quadruple-plated silver for $7.50. Quite the newest thing in tea sets is a little three-piece set, consisting of sugar bowl, cream jug and pot, each of the articles fitting together in space-saving fashion, in the same manner that an egg fits into a cup. The price is $7.25.

NEW SPRING WINDOW AND DOOR CURTAINS

Cable nets of many kinds (often called bobbinette) may be had at many varying prices. A novel treatment, giving the effect of leaded glass, is achieved by braiding the net with green in diamond and other shapes. A Marie Antoinette curtain is appliqued with linen in artistic scrolls, the price being 39 cents a yard. A plain cable net with a narrow Cluny edge costs 39 cents a yard. The same curtaining with a Cluny insertion costs 69 cents a yard.

THINGS FOR THE NURSERY

A one-pint pasteurizer may be bought for $1.79, a quart size for $1.88, and another, arranged for eight 3-ounce bottles, is also $1.79. A nursery refrigerator, which will also serve for invalids' use if required, is made throughout of galvanized iron and costs $4.22. A barrel-shaped baby hamper of white rattan is made in three sections and costs $9.38.

CHOOSING KITCHEN UTENSILS

More satisfactory than agate, because it does not chip, aluminum is a popular material for kitchen utensils of all kinds. Everything from a jelly mould to a frying pan may be had in this ware. The cast aluminum is slightly heavier than the ordinary kind and a little more expensive, a 6-inch frying pan costing $1.44, and a griddle $2.17. A three-minute ice cream freezer which will make a pint of cream costs $1.54, while a ten-quart size costs $5.80. Instead of corrugated shelves, a favorite white enamel lined refrigerator has detachable shelves of woven wire. This costs $16.49 for a medium small size.

SUMMER RUGS

A picturesque summer rug has quaint Dutch borders of windmills; in three popular sizes it ranges from $2.75 to $18. A modish "French" rug, which is made in lovely green and purple tones as well as Delft, costs $27 for a 9 x 12 size. Nursery rugs may be had for the same price. Heavy bungalow rugs are $19.50, and an old-fashioned oval mat of the type formerly woven by hand of silk scraps in many hues is $4.50, but, of course, not of silk.

THE NEWEST WALL PAPERS

Many of the new papers have imitation grass cloth backgrounds in neutral tones printed in all manner of pattern, and others being perfectly plain with deep borders. A lovely wistaria design may be had for $2 a roll. An artistic Japanese pattern in Delft blue is one of the more inexpensive styles in imitation of grass cloth. This is 75 cents a roll. A bird of paradise border, also in Delft blue, may be had for 45 cents a yard. The fabrics specially imported to match these papers are equally interesting. Precious "finds" in the way of Chinese mandarin mats are made from mandarin coats and, considering the costliness of these garments, the mats at $1 and $1.25 are certainly very good values. Bags from the same source, elaborately hand embroidered, are $3 and $3.50.

OF INTEREST TO BOYS

Ball-bearing roller skates may be bought for $3 and $4. A cheaper skate, of good make, may be bought for $2.97. A neat black derby hat for boys is priced at $1.88, and for the same price is a soft Alpine hat in gray, black and tan. Boy scout uniforms are priced as follows: coat, $1.35; trousers, $1; hat, $1.15; belt, 40 cents; leggins, 50 cents.

FOR LOVERS OF PETS

The favorite puppy need not sleep in a rude box when comfortable little white wicker baskets, specially designed for his comfort, may be bought for $1.44. A better style of basket in green and white wicker costs $1.66, and a still finer quality, $1.81. For the small dog's traveling use, there is a varnished wicker basket, with ventilated end, at $3.32.



BIEN JOLIE
TRADE MARK

Your figure will assume beautiful outlines, when you wear La Walohn Corsette.

This improved Brassiere is made of Dr. Deimel Linen Mesh—beautifully light, soft and hygienic—and skillfully boned with Walohn, which overcomes all bulging of corset and flesh. Known as "The garment that breathes."

La Walohn Corsette

will surprise you by its perfect fit, and delight you by the beautifully smooth contour—the trim shapeliness—that it gives your figure. Widely used and highly endorsed by leading modistes.

La Walohn Corsette sells at $1.50 and $2.00. We also make a complete line of other Brassieres in batiste, embroidery, lace, etc., selling for 50c upwards.

Any dealer can supply La Walohn Corsette. If your dealer hasn't them in stock, insist that he get them for you.

Send Postcard for Handsome Style Book

Our Style Book of La Walohn Corsette and other Brassieres, tells how you may keep your figure lines always trim and graceful. Send a postcard for this Book today.

BENJAMIN & JOHNES, 60 Bank Street, Newark, N. J.

There is Danger in

Hair Neglect

If your hair is beautiful Lorrimer's Excelsior Hair Tonic will keep it beautiful. Dandruff, itching scalp and hair falling are danger signs.

People of refinement who desire a clean, pure tonic and hair dressing that will stop hair falling, breaking and splitting—that will remove dandruff, and give the hair the luxurious, healthy appearance that is so much desired and admired—use

Lorrimer's Excelsior Hair Tonic

Get *Lorrimer's Excelsior Hair Tonic* of your nearest druggist. Don't wait till it's too late to save your hair. Get it today.

FREE Let me send you by prepaid mail a trial supply of this remarkable treatment.

Write today to

WM. CHAS. KEENE, Pres't

Lorrimer Institute

Dept. 2878

Baltimore - - - Maryland

LOUISE & Co. MILLINERS. TRADE MARK REGISTERED. NEW YORK. PARIS LONDON NEWPORT PHILADELPHIA BOSTON CHICAGO

(BY APPOINTMENT)

Louise & Co.

Milliners & Dressmakers

Easter Opening

Parisian Millinery, Tailor Made Suits

Afternoon and Reception Costumes

Evening Gowns, Linen and

Lingerie Dresses

554 Fifth Avenue
New York City

Dr.

J. PARKER PRAY'S TOILET PREPARATIONS

No. 1932 Guaranteed under the Food and Drug Act, June 20, 1906.



ROSALINE

The marvelous natural healthy coloring it imparts to the cheeks and lips has made it wonderfully popular with fashionable women. The closest scrutiny fails to detect it, nor can it be displaced by perspiration or bathing; of the highest value as a beautifier and purifier of the skin. A 25c. trial box will convince you.



HY-GEN-IA FACE POWDER

A refreshing and medicinal face powder for beautifying the skin. It will not clog the glands or pores of the skin. Flesh and White. 50c. a box.



CREAM VAN OLA

The enemy of an impure skin or bad complexion, purifies it and acts as a food, making the skin clear and healthy; does not produce a downy growth. Boxes 25c. and 50c.

There are cheap imitations of the above preparations on the market. Be sure the name of Dr. J. PARKER PRAY is on every article.

Send stamp for illustrated booklet

Dr. J. Parker Pray Co.
Established 1868
12 E. 23d St., N. Y. City
Sole Manufacturers and Proprietors.



"I've Learned the Secret of Dyeing

And I won't hesitate to change the color of a customer's most expensive gown when its present shade goes out of fashion. You see, I've learned the cloth manufacturer's secret, through using Diamond Dyes."

So writes Madame Burdette, a leading Chicago modiste.

And the letter goes on to say:

"It used to seem to me unnecessary to use one kind of dye for Cotton, Linen or Mixed Goods, and another for Wool or Silk. But now I know why it is best to use Diamond Dyes—and to use them *exactly as the instructions read.*"

Let's Understand This

As every woman knows, there are two classes of materials—cotton and linen, which are vegetable fibres, and wool and silk, which are animal fibres. And mixed goods usually contain 60% to 80% cotton, which puts them in the vegetable fibre class.

Now, the vegetable fibres require an *entirely different* dye from animal fibres. Any cloth manufacturer will tell you this. Proof of it is that wool and silk dyes will not do at all for cotton, linen, or mixed goods.

DIAMOND DYES

You can get better results with the Diamond Dyes for cotton, linen, or mixed goods on *every* material—singly or all together, in one bath and at one operation—than the imitation, so-called "All-Purpose" dyes ever give.

For Your Protection

We believe that no woman is content with less than the *very best results* in dyeing. It's extravagant to be otherwise—particularly with wool and silk, the more expensive materials.

So we're now putting Diamond Dyes for Wool or Silk in *Blue Envelopes,* while Diamond Dyes for Cotton, Linen, or Mixed Goods are put in *White Envelopes,* as heretofore. This for your protection—to save mistakes.

It may be, however, that your druggist still has a supply of Diamond Dyes for wool or silk in the White envelopes. Even so, their special purposes are plainly printed on the outside. Use them accordingly and you won't fail to get the *very best results.*

Diamond Dyes are sold at the uniform price of 10 cents a package.

Send for These FREE Books

Send us your dealer's name and address and tell us whether he sells Diamond Dyes. We will send you the Diamond Dye Annual, a copy of the Direction Book and 36 samples of dyed cloth—FREE.

WELLS & RICHARDSON CO.,
BURLINGTON, VERMONT



Reverse views of gowns shown on pages 19, 20 and 21

The SPRING MODE CULMINATED

(*Continued from page 21*)

Russian blouse of dull-blue rajah, edged around the neck and lower edge with white porcelain bead trimming. The skirt of white crêpe-cloth is embroidered in white French knots and porcelain beads. The wide belt shows a bit of red in the immediate front.

POIRET'S TAILOR-MADES ARE PRACTICAL AND SMART

The tailor-made models of Paul Poiret are unexpectedly practical and charming, especially that one of black-and-white striped serge (No. 6) which shows the skirt stripes set horizontally, from below the hips down, and also on the front and tails of the overlapping short coat. This has almost the effect of a double jacket, with the two parts held together by ornamental buttons. A prominent feature is the linen waistcoat, piped with purple satin, the same color appearing at the inserted cuffs. Another costume (No. 7), made of very dark-blue serge, is trimmed on the lower sides of the skirt, and also on the revers of the short straight coat, with blue-and-white striped satin strapped with plain blue. Large buttons close the jacket, and ornament the points of the skirt trimming.



Reverse view of the Russian coat shown on page 19

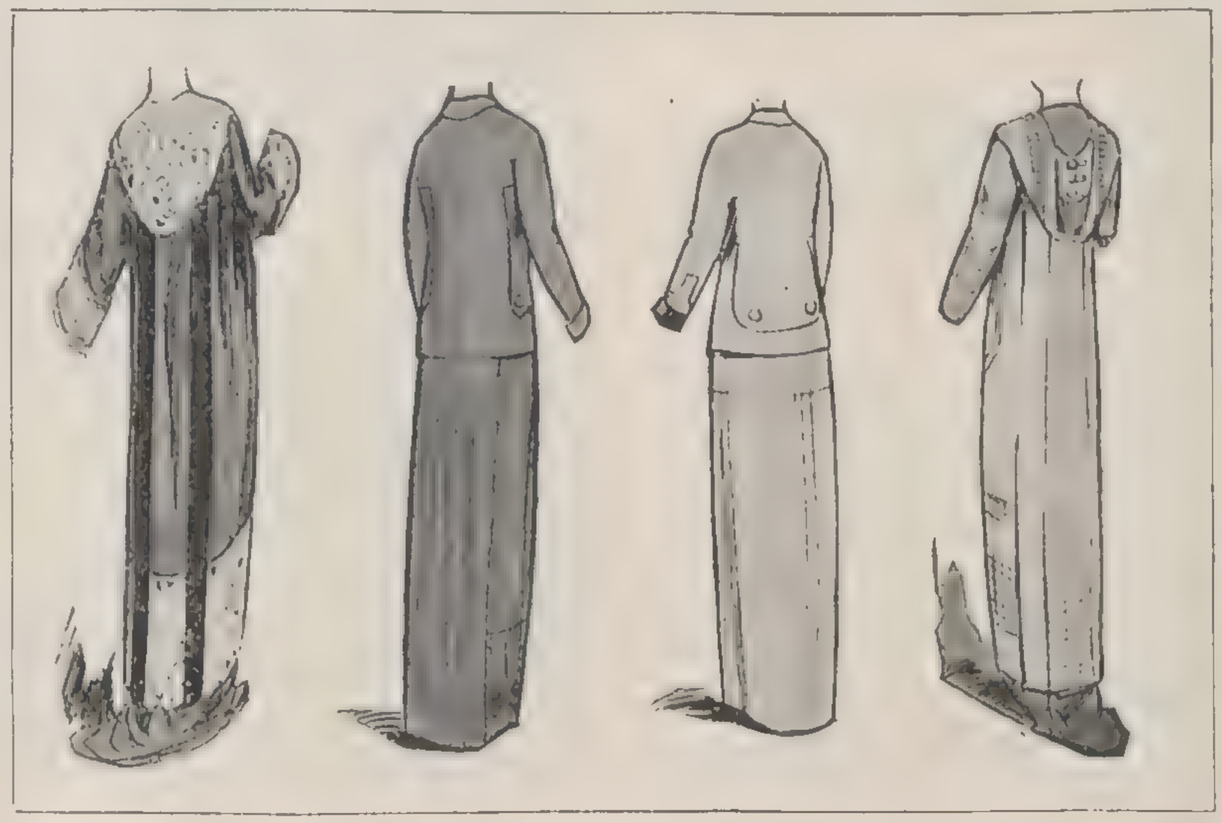
FOR CONSERVATIVE TASTE CHOOSE WORTH DESIGNS

Worth has a host of lovely things, one of the most picturesque being an evening gown, combining yellow chiffon, cream-colored Venise lace, and a shawl drapery of white crêpe brocaded with yellow velvet. These models are never frivolous, but represent just what the name stands for literally. Particularly impressive is a black-and-white striped gaze de soie dinner gown—in two-inch stripes, made over a peach-blossom fourreau that shows through transparently. A wide inserted panel of silver Venise lace ornaments the back, and the slightly draped tunic is caught near the foot with a large *chou* of peach-bloom satin, with pearl and diamanté tassels, which are also pendant from the left sleeve of silver lace, the right being of the gauze over pink satin. A pearl cordelière marks the high waistline. Another Worth creation is of prune-colored chiffon, set with rows of narrow self-colored braid, and small gilt buttons. Swinging panels of prune satin are placed at back and front of the skirt, and a guimpe tailor-made and jabot of white lace relieve the sombre color.

HOW LA CROIX AND RONDEAU COMBINE THE NEW TINTS

La Croix exhibits one ornate model which wins golden opinions, being a subtle combination of olive and tan-color. The tan filet bodice has a novel bolero-bib of olive taffeta. The tunic of plain tan marquisette over olive ends in tan filet at the foot, overhanging three narrow olive ruffles—a band of tan embroidery, done in petunia and green, being set at the knee. A bunch of silk apples and pears, artistically tinted, decorates the corsage.

Rondeau shows a bewitching dinner gown of salmon yellow with old blue, the latter color being embroidered on the salmon crêpe de Chine tunic. Antique filet over old blue chiffon forms the bodice, and the old blue satin skirt is banded with black velvet at the foot. A stunning evening gown by Richard shows a drapery of gold lace with an over-drapery of crimson and gold.



Reverse views of models shown on pages 20 and 21

CUTICURA COMFORT



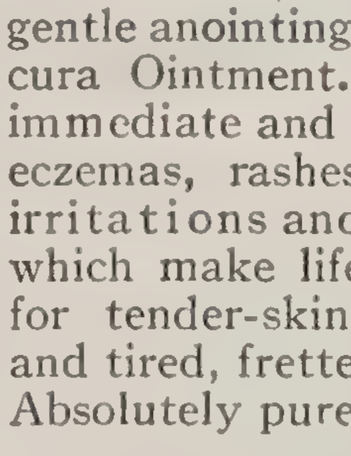
FOR BABY'S SKIN

Is found in warm baths with Cuticura Soap and gentle anointings with Cuticura Ointment. Relief is immediate and grateful for eczemas, rashes, itchings, irritations and chafings, which make life miserable for tender-skinned babies and tired, fretted mothers. Absolutely pure.

Sold throughout the world. Depots: London, 27, Charterhouse Sq.; Paris, 10 Rue de la Chaussee d'Antin; Australia, R. Towns & Co., Sydney; India, B. K. Paul, Calcutta; So. Africa, Lennon, Ltd., Cape Town, etc.; U. S. A., Potter Drug & Chem. Corp., Sole Props., 133 Columbus Ave., Boston.

☞ Post-free, samples of Cuticura Soap and Ointment, with 32-p. book on Skin Treatment.

THE CLOUD CHIN BELT



Will remove double chin, strengthen sagging cheeks and prevent snoring.

Price, $2.00
By mail prepaid.
Send for Free Booklet.

MISS CLOUD
Complexion Expert
The Flanders
15th and Walnut Sts. Dept. G. Philadelphia, Pa.

Patented

Samples of Cleansing Cream, Massage Cream and Face Powder for ten cents.

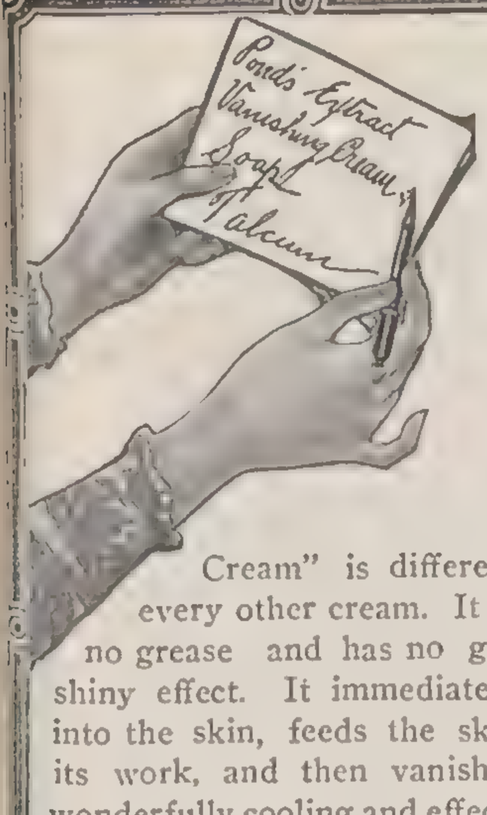
Best French Toilet Soap

made by

LEMOINE — Paris

25 cts. cake. **69** cts. box.

ALL DEALERS.



First on the Shopping List

Pond's Extract Company's "Vanishing Cream" is delightfully fragrant and refreshing. It takes out the microscopic particles of dust that accumulate in the pores, and imparts to the complexion the glow that comes from a healthy skin.

Pond's Extract Company's "Vanishing Cream" is different from every other cream. It contains no grease and has no greasy or shiny effect. It immediately sinks into the skin, feeds the skin—does its work, and then vanishes. It is wonderfully cooling and effective and works like magic in dispelling the discomforts of windburn and chaps. "Vanishing Cream" is being used and recommended by thousands of women in all parts of the world.

POND'S EXTRACT COMPANY'S VANISHING CREAM

At all dealers, or send name and address for liberal sample or 4c. in stamps for a large trial size tube.

Pond's Extract Company's
Soap. Talcum Powder.



Made according to the high standard prevailing in all of the Pond's Extract Company's products. Your dealer has them, or write for samples.

POND'S EXTRACT

"The Standard for 60 Years"

Universally recommended as the most useful household remedy for cuts, sprains, bruises, burns, boils, sore throat, etc. Every household should keep it on hand in case of need. At all druggists or send 10c in stamps for sample bottle and descriptive booklet.

POND'S EXTRACT CO., 79 Hudson St., New York

"S. M. B."

For Stage

Originality

The *S. M. B.* model embraces quality and rare design not to be duplicated anywhere else in the world.



For Street

Matchless

The *S. M. B.* is a style as new and bright as Springtime itself.

$5.00 The "S.M.B." model may be obtained at this price in any of the following materials: Satin, Velvet, dull Kid, black, tan or gray Suede; turned soles, Louis XV or Cuban heels.

William Bernstein
SHORT VAMP SHOES
TRADE MARK

ARE NOW FULLY DISPLAYED FOR SPRING, 1911

Now in Stock many exclusive styles in white, black, tan and gray Buckskin, either high or low shoes. This attractive material is now highly favored.

White Linen Shoes, Ties and Pumps to Order

ORDER BY MAIL

Our special mail order department insures timely delivery of orders. Give size and other particulars and remit by check or money order.

Catalogue "V" on Request

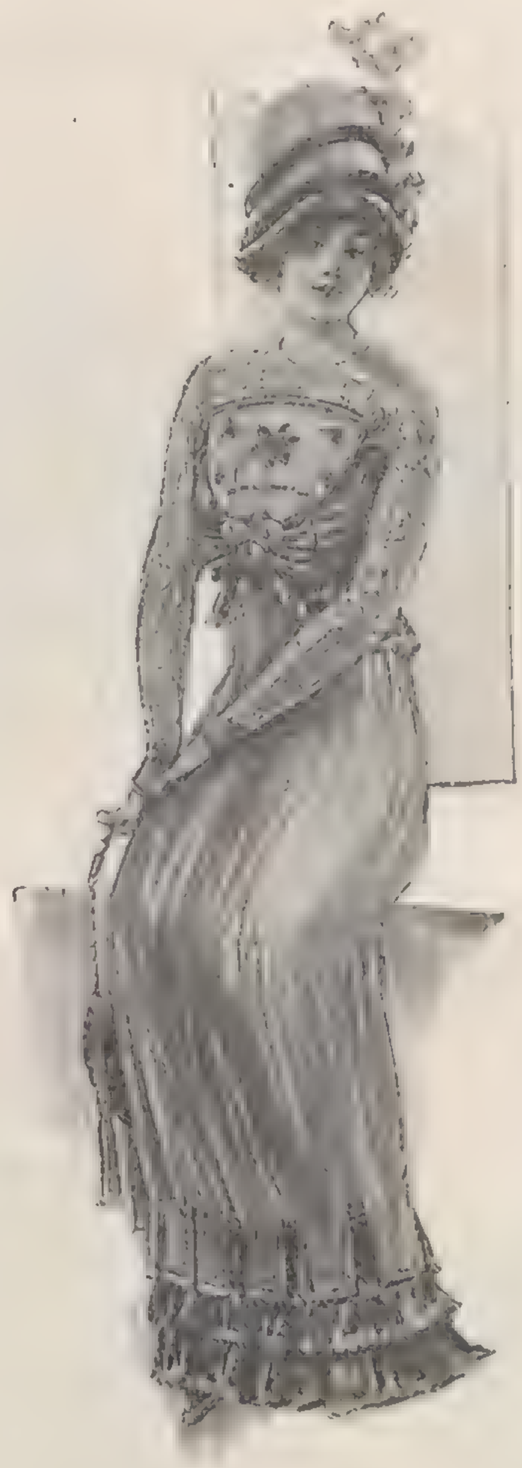
William Bernstein
54 West 31st St.
Bet. Broadway & Sixth Ave.
NEW YORK CITY

Catalogue displays many fascinating models

All Occasions **All Seasons**

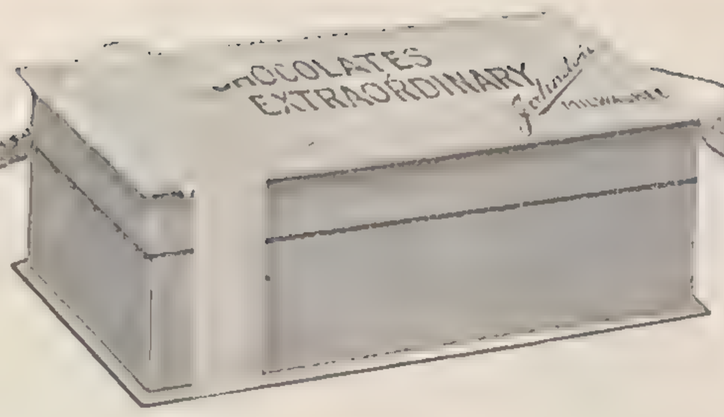
The Mary Anderson Warner Shop

542-544 Fifth Avenue
New York



Announce a showing
of
FRENCH MODEL
GOWNS *and*
TAILOR SUITS

Also original designs in Smart Restaurant Gowns and Hand-made Lingerie, Cotton Voile Frocks and Blouses.



Chocolates New-Different-Better

Johnston's Chocolates Extraordinary are created by the great candy artists at Johnston's for certain folks who want something new—different—better in chocolates.

The handsome lavender package contains three removable trays of different, extra heavily covered, quality chocolates.

Each piece you eat you will probably pronounce more delicious than the one before. But that is for ***you*** to judge.

Johnston's Chocolates Extraordinary—a beautiful big package of quality chocolates for one dollar.

The better dealers sell Johnston's Chocolates.

Sample Box

For five 2-cent stamps to cover postage and packing, we will send to your address a generous sample of any of the Johnston favorites.

Chocolates for Every Taste

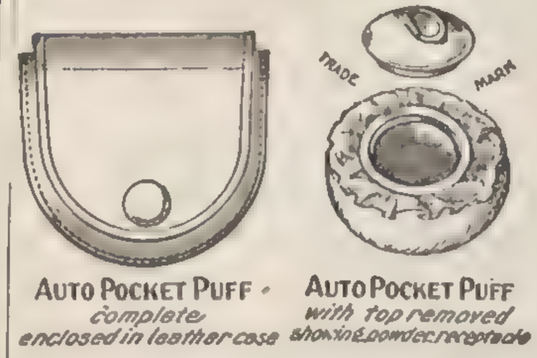
Chocolates Extraordinary
Swiss Style Milk Chocolate Almonds
Swiss Style Milk Chocolate Creams
T-R-I-A-D Chocolates
Innovation Sweets
Original Dutch Bitter Sweets
White Cherries in Maraschino ...Chocolate Dipped

(16)

Johnston's
MILWAUKEE

AUTO POCKET PUFF

In Convenient Leather Case
Reg. U. S. Pat. Office 81815
An Innovation in Powder Puffs
For the Pocket, Purse, Chatelain or Dressing Table.



AUTO POCKET PUFF *complete, enclosed in leather case*
AUTO POCKET PUFF *with top removed showing powder receptacle*

The powder is carried inside the Puff. A gentle pressure of the Puff to the skin forces the powder by pneumatic action through the porous fabric. No flying of powder over the clothing. Always ready for use. Morocco or Suede Leather Case or Silver Vanity Boxes. On sale at all leading department stores and druggists. If your dealer cannot supply you, send 50 cents for sample.

RITE SPECIALTY CO.,
32 UNION SQUARE, NEW YORK

YARNS — SPANGLES & EMB. MATERIALS — JEWELS

BEADS FOR BAGS AND CHAINS, Canvases, Gold Threads, Cross Stitch Materials, Tapestry, Silks and Wools, Lace Braids.

EVERYTHING YOU CAN THINK OF IN THIS LINE that can't be had elsewhere. Send stamps for mail list. Est. 1860.
PETER RENDER, IMPORTER, 111 E. 9th ST., N. Y.
WHOLESALE & RETAIL

KORA

"Holtite" Dress Shields
With Spring Attachment

"Holtite" Dress Shields are the result of an insistent demand from women for a self-fastening shield. By a simple little spring attachment, they close over the seam with a firm hold and remain in position until removed. They are perspiration proof and odorless, white, light and washable. Every pair warranted. Springs rust-proof. At your dealer's or send 25 cents for sample pair, any size desired.

The KORA CO., 454 Broome St., N. Y.

Vegetable Silk
(TRADEMARK)
Hosiery



will delight you with its elegance and beauty. Looks and feels like silk, but is far more durable. Style **X-Ray**, shown, is full fashioned, perfect-fitting, very sheer and stylish. Gives unusual service for a stocking so light and fine.

Send for trial pair of these wonderful stockings to-day. Reinforced with double sole and toe and high spliced heel. Broad welded hem provides ideal garter top. Black, tan or white. Sizes 8½ to 10½. 65 cents a pair 6 pairs, $3.50 prepaid. Money back if not satisfactory.

When you order, ask for free Vegetable Silk Book—tells of other styles and weights for women, children and men.

Agents. You can make money fastest with wonderful Vegetable Silk Hosiery. Sells itself. Every order insures steady customer. Write for our plan—tells how to build a permanent profitable business for yourself.

Muskegon Knitting Mills 509 West'n Ave., Muskegon, Mich.



PARIS EN PROMENADE *at* MONTE CARLO

(*Continued from page 30*)

smooth white cloth; two large plumes, shading from the deepest royal blue to pearl white, trim it.

A TAILORED COSTUME OF ROYAL BLUE FOULARD WITH BLACK VELVET

A young woman seated at the same table wore a tailored costume of royal blue foulard striped at wide distances with a fine line of black. Extremely effective were wide revers faced with black velvet that crossed low, to the waist-line, and a single sash-end of black silk, wide-hemmed with black velvet, that, coming from under the edge of the jaunty little coat, seemed a continuation of the revers. I noted a new cut to the sleeves of this little coat; straight to the elbow, they belled slightly to the hem, after the manner of the coat sleeves of a few years ago. Small buttons set in a line at the back were covered with black velvet, while four large buttons that trimmed the side-closing of the lower part of the coat were covered with the striped silk. Knee deep, a double skirt was simulated by a three-inch tuck.

The Napoleon hat of fine white straw bound with blue velvet was trimmed with a stiff, brush-like aigrette held by an ornament of dark blue enamel. (See illustration.)

THE NEW TAILORED HAT WITH ITS TALL, TAPERING CROWN

It is a relief to see again the tailored costume so generally worn during the daytime hours. They are so smart and fit looking, with their natty short coats clasping the hips closely, the fronts either left open or curved away to show the pretty white chemisette smartly buttoned and cravatted, and with shoes, gloves and parasol, all in perfect harmony. The latest fancy in hats to wear with these costumes has a tall round crown, tapering nearly to a point, and a small round brim turning up a little all around; a smashing ribbon bow trims it. A hat of this shape, of fine blue straw, is trimmed with plaitings of dark blue silk gayly plaided with lines of bright red, pale yellow and dull green.

THE TAILOR MODEL

The little tailored costume of heavy silk and soft wool is the present favorite for daytime wear. With coats of varying lengths, the newest skirts—those that show distinctly the latest word—have a buttoned seam at each side; at the bottom three or four of these are left unfastened for increased ease in walking. Under these skirts maillots are worn, or, in some cases, the shortest, scantest of petticoats, but nothing of either, or of the leg, is seen through this unbuttoned slit because of the lapped under-edge. It is an ideal skirt for tailored costumes of any description. While white wool costumes are in the majority, all show a contrast in buttons and facings.

At Ciro's yesterday I admired a costume of white camel's-hair cloth trimmed with coarse, cloth-covered cords set in several rows, twining into a clover leaf, now and then, marking corners and spaces. The buttons on the skirt side-closing and on the coat were of taupe-colored velvet rimmed in white pearl, and the wide collar, lengthening into revers to the waist-line, was faced with taupe-colored velvet. Such a charming hat was worn with this costume!—a small, round one of taupe-colored straw, with its round, up-turned brim faced with pink straw. A big bow of taupe velvet ribbon, set across the back, tied a bunch of pink roses. A costume of coarse white wool, woven like hop-sacking, trimmed with blue and green Hungarian embroidery done in heavy cross-stitching, was striking with a large toque, all green leaves and small white roses; it pressed about the face, flattening the hair into soft waves about the temples and ears; from the back a spray of roses and leaves mounted high. All of pink roses was the crown of a large hat of black straw; the brim of this one was faced with pink straw also, and a swagger bow of black velvet ribbon was posed at one side. This topped an adorable little "Josephine" gown of soft black satin worn with a tiny bolero of the same material. A deep sailor collar and sharp pointed revers were faced with the vivid French blue, so charming with black.

A novel little accessory of this costume was shown in one inner rever, that turned over onto the blue rever, on the left side, of fine white tucking and Valenciennes lace *entre deux*, with a tiny lace frill on its edge. The little chemisette was pretty and new, also, with its front closing under three, rather large, blue embroidered buttons.

COSTUME ACCESSORIES

This front closing is conspicuous on the new chemisette. A second one I saw on the terrace buttoned with small gold buttons; and plain under-sleeves to match closed to the elbows under similar buttons. The corsage of coarse white wool, mentioned as trimmed with Hungarian embroidery, was effectively finished with a wide belt composed of blue and green ribbons; the two colors were set close together, one above the other, and tied into a big bow in the middle of the back; large blue and green embroidered buttons, with ribbon straps, held the open side of the short tunic; the edge of it was embroidered in a narrow band above the wide one on the skirt beneath. All this embroidery was done by hand after the gown was fashioned into shape.

CRUDE COLOR NOT SO BOLD WHEN PROPERLY WORN

Vivid and striking color tones appear, often in curious contrast, on the new hats designed for tailored morning and traveling costumes. In spite of the strange color schemes they are decidedly effective when properly worn. A smart English beauty appeared this morning in a black satin costume topped with a wonderfully wrought toque made of loops of black and white striped crin trimmed with immense cerise roses. The same delicate red appeared in her parasol, with a pagoda top, all fluffy with pinked frills set inside and out. A young woman with her wore a costume of blue serge, with the smart little opening at one side, and a hip-long coat with lingerie revers, collar and cuffs, and a round hat of red straw trimmed with dark blue satin ribbon set in great flaring looped bows. And with a pale gray costume of rough Scotch tweed, worn at the tennis court, a pale blue straw hat was noticeable by its trimming of black satin ribbon, wonderfully achieved by two great loops—quite ten inches long—set at one side to slope back feather fashion; one short loop and a big double knot held it in front. These tailored models are distinctly chic in their severity.

COLORED VELVETS IN EVENING GOWNS

Taupe-colored, gray, and bronze-brown velvet is more exclusively used than black velvet as an adornment on delicate evening gowns, in the form of one sash-end dropping from the middle of the back, or at one side, from a large, flat velvet rosette posed high. I watched Edna May the other evening as, with her husband, she strolled through one of the new Casino rooms, leaning over a crowded table occasionally to stake a gold piece—which, by the way, she invariably lost. Her demure face was as adorable as ever, framed in a little bonnet of tarnished gold lace embroidered in colored stones and pinned with jewels; just above the ears it turned smartly back into tiny revers faced in delicate pink. Her gown of pink satin—the wonderful color of ancient tapestry—was veiled with gray tulle, and heavy with gold embroidery that weighted it to the knees, dragging it so closely to the limbs that only a practised eye could detect the side split to the knee; one thickness of gray mousseline de soie clouded the delicate limb.

MADAME F.

Mme. Rose Lilli

CORSETIERE

NOT A FAD
But the Newest of
New Fashions

An Ideal Model Corset Absolutely Without Boning

Universally commended by women who know as the greatest Corset improvement ever made. It is but one of

MANY NEW SPRING STYLES

THE "ROSE LILLI" BUST AND HIP REDUCERS

Lend that much coveted willowy grace to
Figures Too Stout or Too Slim

PERSONAL INSPECTION INVITED. SEND FOR FOLDER

Free on request, a Folder, illustrated and descriptive containing self-measurement form which makes mail ordering satisfactory and **Fittings Perfect.**

MME. ROSE LILLI

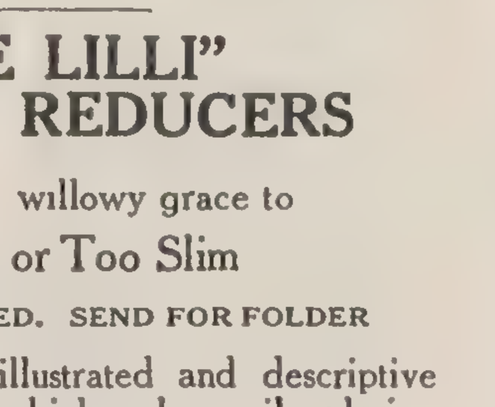
15 WEST 45th STREET, NEW YORK

Near Fifth Avenue—Phone 2818 Bryant
Branch, Narragansett Pier, Mathewson Hotel

Original

RÉCAMIER ..CREAM

FOR THE COMPLEXION



Will cure a bad Skin and preserve a good one

Used by Celebrated Beauties for near a Century

Endorsed by Eminent Physicians and Chemists

For Sale Everywhere or Sent Upon Receipt of Price

Two Sizes: 50 Cents and $1.00

RECAMIER MANUFACTURING COMPANY
No. 129 W. 31st, New York City
Send for interesting illustrated booklet



The Drudgery of Sweeping

is unknown to the woman using BISSELL'S "Cyco" BALL-BEARING Sweeper, world renowned for its light running and thoroughness. In every country on the globe where carpets and rugs are used, the Bissell Sweeper is sold, and everywhere recognized as the best and most efficient carpet sweeper made.



The **BISSELL** is the original, genuine machine that has been thirty-four years on the market, and while imitated, has always maintained the foremost position, constantly growing in favor, until today it is recognized throughout the world as the best. Sweeps easily, silently and thoroughly, raises no dust, brightens and preserves your carpets and rugs, and will outlast fifty corn brooms. Price $2.75 to $5.75. For sale by all first-class dealers. Booklet on request.



Bissell Carpet Sweeper Co.

Dept. 5-A
GRAND RAPIDS, MICHIGAN
(Largest and Only Exclusive Carpet Sweeper Mak the World.)

(5)

The Juliet

Trade Mark

A Beautiful Illustrated Catalogue Awaits Your Request

Willow Plumes



Our Willow Plumes are guaranteed to be hand-knotted and made from the finest quality selected male stock.

20 in. long, 18 in. wide, $8.50
24 in. long, 21 in. wide, $12.50
26 in. long, 22 in. wide, $15.00

Larger sizes shown in catalogue up to $32.50

French Curl Plumes



Our beautiful French Curl Plumes are made from the finest selected male stock. They are wide, glossy and durable.

14 inch	$3.00
16 inch	$5.00
18 inch	$8.00

Larger ones shown in catalogue up to $25.00

Paradise



Our catalogue shows a wide variety of styles in finest quality. Prices range from $4.50 to $35.00, according to quantity of plumage. Paradise with or without heads.

Marabout



This cut is a representative suggestion of the exceptional values we offer in finest quality Marabout. We carry a wide range of styles in all Marabout and Marabout mixed with Ostrich, from $6.00 to $27.50.

A complete line will be found on display at any of our retail stores. All goods are guaranteed to be absolutely satisfactory or money refunded. Catalogue mailed from and mail orders handled only at our main office and Factory.

THE JULIET, MANUFACTURERS IMPORTERS

417-419 Sixth Ave. New York City

PHILADELPHIA, 207 Mint Arcade
BROOKLYN, N. Y., 512 Fulton Street
WASHINGTON, 915 G Street, N. W.
CLEVELAND, 1252 Euclid Ave.



AFTERNOON TEA ON DECK

Dean's

Bon Voyage Box

A gift that reflects thoughtfulness for the voyager is Dean's Bon Voyage Box filled with Dean's Celebrated Cakes. Dainty, crisp and appetizing, they double the delights of afternoon tea on board ship. A handsome metal box, with lock and handle, useful when emptied, keeps contents fresh.

When ordering by mail or telegraph, send the passenger's name, the name of ship and line, and the place and date of sailing.

Out-of-town patrons, who will make themselves known by satisfactory references, may send mail or telegraph orders, which will be charged to their account. (We require about two weeks to investigate references.) When desired, we will keep customers' visiting cards on file, to be sent with their orders.

Prices: $6, $7, $12, $15 and $20.

Illustrated price list sent promptly on request.

628 Fifth Avenue **New York**

Established 72 years

J.H.C. LADIES' TAILOR

Comstock

286 FIFTH AVENUE NEW YORK

Ladies' Suits Remodelled

Discriminating and particular ladies are frequently surprised at the skillful manner in which previous season's styles may be remodeled to the prevailing

Habit Back and Narrow Skirt Effects

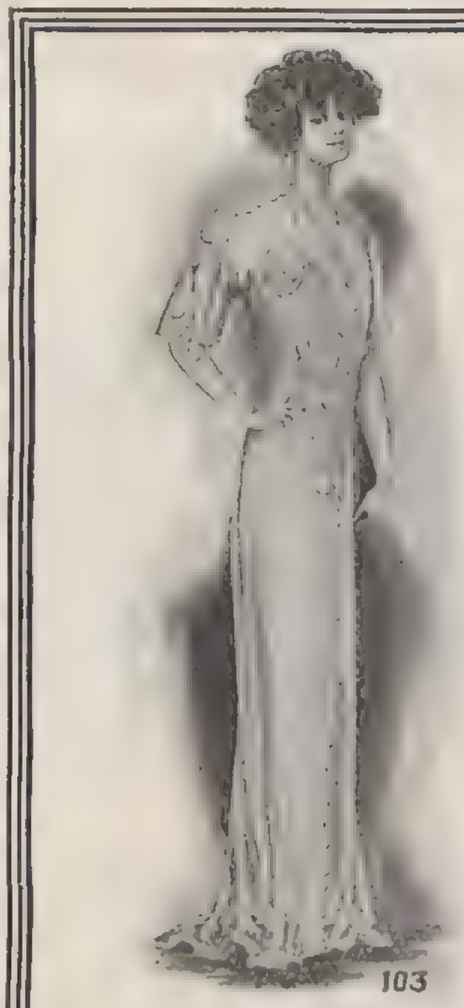
embodying the short coat or Eton models. An important feature of this work is my special process for

DRY CLEANING

which restores the fabrics to their original beauty.

My **Dry Cleaning Department** is prepared to renovate Spring and Summer suits or dresses in a satisfactory manner, saving much of the wear and tear which this process necessitates in large establishments.

Tailored Suits from $65.



103

A CHIC NEGLIGEE

of novel design, obtainable only at THE FASHION.

Model pictured is in Pink, all wool albatross, embroidered in white; Poppy design; Irish Crochet buttons and silk tassels; entirely hand made. Can also be obtained in delicate shades of Blue, White and Mauve. **$12.50**

Also made in best quality Satin Messaline, any light shade, embroidered in colors. **$15.00**

MAIL ORDERS

for this gown promptly filled. Indicate plainly style number (103), size and color desired, and mail with check or money order.

1911 CATALOG (Illustrated)

describes choice collection of negligees, handmade blouses, Irish Blouses and silk Petticoats. Sent FREE on request—Let us have your address.

"THE FASHION"

2135 Broadway, New York

(Bet. 74th and 75th Sts.)



The WELL-DRESSED MAN

(*Continued from page* 59)

turned-back cuffs; high-band or wing collars, and Ascots or four-in-hand ties are worn, and the hat should be the silk one, and the boots of polished leather, with buttoned kid tops, unless spats are worn, when the shoes may be low.

Of waistcoats and shirts there is nothing new to say, save as one may see here and there a material of distinctive character, but in band collars I should advise the sharp-pointed styles over the rounded, and in wing shapes the large, square tabs, over those of small, rounded shape. It is hard to explain the "why" of such statements in few words, but briefly the reason lies in their relative commonness.

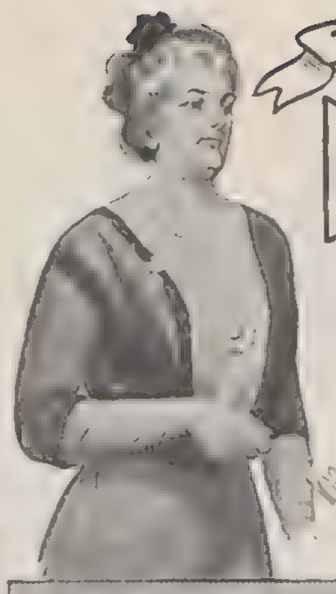
Mention has been made in a previous issue of the use of gold, or gilt, thread in the weave of necktie silks, and save for this novelty—for it really is new—there seems to be nothing worthy of special note in the spring styles. Less and less is the Ascot being worn, even with formal clothes, and the stock styles, which during the past year or so have been a somewhat ultra, though by no means general, fashion, are entirely unsuitable for summer. Indeed the necktie question has been practically reduced to a matter of the bow and the four-in-hand, and among the latter there is every indication that the extremely wide-end shapes in light-weight silks are to be the smartest design. Polka dots, both in neckties and hosiery, may, perhaps, be noted as more than usually in evidence, but pattern and coloring in neckties are both pure matters of individual good taste, by which I mean that there is no special fad or pre-eminence of fashion in either. In hosiery, however, I think it may fairly be said that the fine changeable rib effects and the clock designs, like those illustrated, are still most in vogue, and the silks and lisles are very thin.

Colored handkerchiefs, not too striking in effect, have maintained their position as permissible in point of style for informal day dress, but the light chamois gloves are passing as a smart fashion, and those of tan—the old standard walking glove style—again coming in (indeed they have never gone out) for street dress, with sack and English walking coat suits. And concerning both these suits themselves I hardly know what more there is to say, for they have been fully discussed in previous articles. Any stylish fabric, the cut of the former, medium in length, with rather sloping shoulders, and of the latter rather long, both fairly full, and both simple in finish, constitute the main points.

REGARDING EVENING DRESS

Nor, save in detail, is there much to be said of the season's fashions in evening dress, for in the long-tailed coats the spring rarely brings forth anything new, and in dinner jackets there are always slightly differing models. That illustrated on page 59 gives a good idea of one of the latest designs, and the photographs of waistcoat, shirt and tie are each good examples of the smart mode—the first of silk, with braid on edges, closely spaced buttons and decided points; the second with new overlapping wing collar (in my opinion an absurd and ugly style that will never be generally taken up), tucked front and amethyst studs and cuff links, and the third of black moiré silk, on a very close meeting band collar. Perhaps I should say that there is another new collar combining the band and wing characteristics—that is a turn-over collar with wings—but this also, in my opinion at least, is an absurd style. Indeed the more attempt there is to get away from the simple and sensible in men's dress, the less should it be recommended. How many men who jump at these novelties for supposedly "smart effect" are willing to pay fifty cents apiece for a really good simple collar? Yet it is not novelty, but good material and good make that count in good dress. All in all, this is a season of little radical change and of few fads.

How.



THE BEST WARRANTED KLEINERT TRADE MARK

Specify Kleinert's Dress Shields to your Dressmaker

Kleinert's

YOU don't throw away Kleinert's Dress Shields. They can be washed again and again in *hot* water (necessary to destroy germs and odor) and ironed back to their original freshness. This is possible *only* with Kleinert's.

This feature alone has won thousands of loyal friends for the house of Kleinert during the past nearly thirty years.

There is a Kleinert shape and size for your every need, and Kleinert's are sold in every city, town and village.

Let us send you our free Dress Shield Book "V"

I.B. Kleinert Rubber Co.
721-723-725-727 Broadway
New York

If the name "Kleinert" is not on the shield it isn't a Kleinert—The Guaranteed Shield.



Woodbury's Facial Soap

Preserve the exquisite skin of the child.



Think what it will mean to her in the years to come when more than anything else she will want a beautiful complexion.

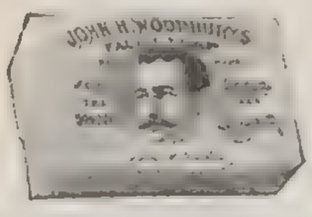
A child's skin at two, three, four and five years of age is exquisite to touch, charming to look at, fairly radiant.

At about five, mothers begin to think any soap will do for the child until gradually the texture, the coloring, the rare quality of the skin is ruined.

If you must economize, don't let it be on soap. (Soap is the last thing in the world to economize on.) Woodbury's Facial Soap costs 25c a cake. For what you pay for one of her dresses, you can get a supply that will last a year.

WOODBURY'S FACIAL SOAP HAS BEEN USED FOR CHILDREN'S SKINS FOR OVER A THIRD OF A CENTURY

Thousands of adults today owe their clear complexions to the use of Woodbury's Facial Soap from childhood up. You will never regret it if you accustom your child to it. Think what it will mean to her in the years to come when more than anything else she will want a beautiful complexion.



For 4c, we will send a sample cake of Woodbury's (trial size). For 10c, samples of Woodbury's Facial Soap, Woodbury's Facial Cream and Woodbury's Facial Powder. Write today. The Andrew Jergens Co., 2602 Spring Grove Ave., Cincinnati.

For Sale by Dealers Everywhere

Juliet Medicated Sleeping Gloves

(Trade Mark.)

"The white wonder of Juliet's hands."
—Shakespere.

Will soften the roughest hands in an amazingly short time. They are made of finest quality chamois, and possess medicinal properties that purge the pores of impurities, stimulate circulation and nourish the underlying tissues. They restore dry, cracked cuticle to its original softness and bleach the skin. They cause sunburn, tan, chap and broken skin to disappear as if by magic. The principle is purely scientific. When ordering give size of your regular walking glove.

Elbow length $4.00. By mail only.

Do not continue to have unsightly and uncomfortable hands. Send today for a pair of JULIET MEDICATED SLEEPING GLOVES, mailed postpaid on receipt of $2.00



DO YOU WANT WHITE, SOFT BEAUTIFUL HANDS?

Extra Jars of Juliet Paste Medication will be sent postpaid upon the receipt of $1.00

THE JULIET COMPANY
211 West 20th Street, New York

OSCAR·PACH

PORTRAITS·BY·PHOTOGRAPHY
IN·THE·HOUSE·OF·FLOWERS
· 562 ·
FIFTH·AVENUE
NEW·YORK·CITY

TELEPHONE 5780 BRYANT

OSCAR·PACH
LILLIAN·BAYNES·GRIFFIN
CO-WORKERS

M. & I. WEINGARTEN

No connection with any other firm of similar name

Ladies' Tailors and Furriers

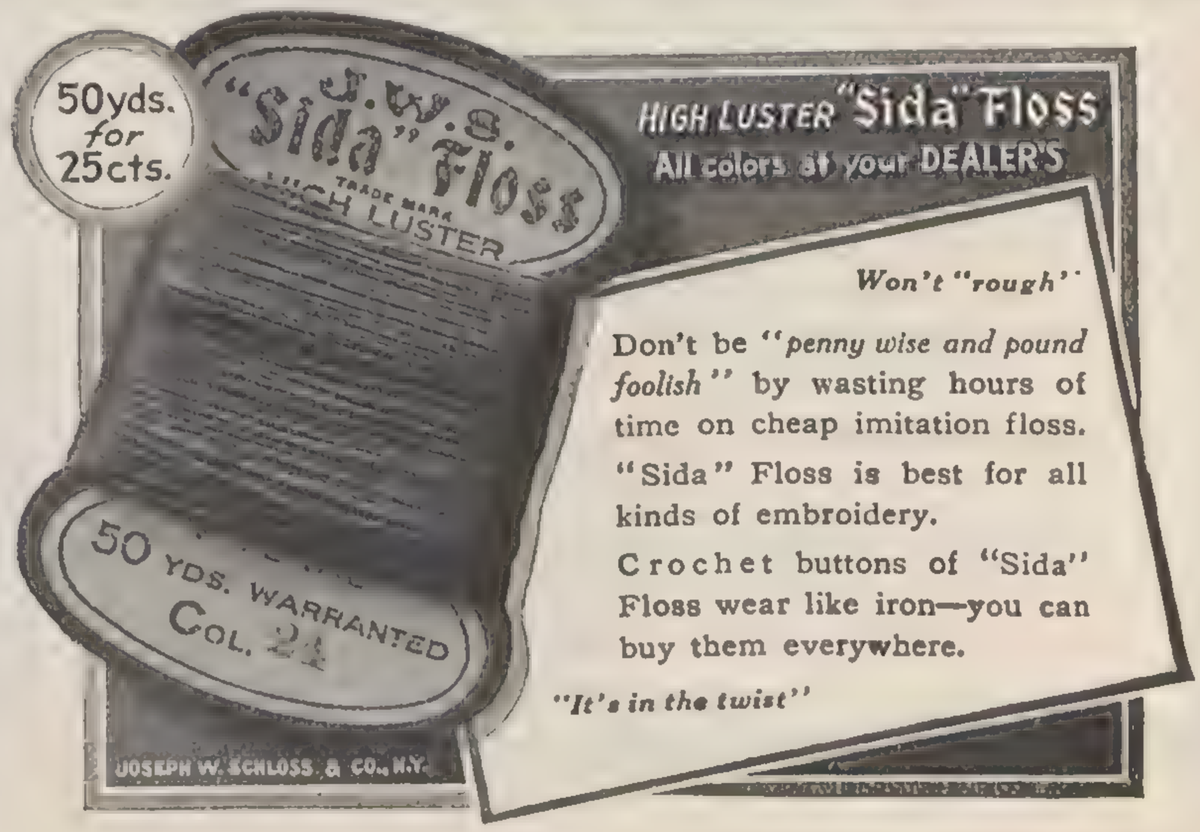
467 FIFTH AVE., NEW YORK
Between 40th and 41st Sts.



Smart Model in Black Charmeuse by Paquin.

Exclusive Spring Models portraying the latest Parisian Modes now on exhibition. The requirements of individual style and personality receive expert study and attention at our establishment.

Our reputation for fair dealing, established since 1892, is the best guarantee of complete satisfaction in all transactions with us.





The Flowers that Bloom in the Spring

may be in YOUR garden. Picture to yourself your home grounds—large or small—filled with beauty, charm and interest from early Spring to latest frost. Imagine early tulips and hyacinths which come with the first breath of Spring, lawns trimmed to a velvety green, flower and vegetable garden vieing with each other in profusion of yield, vines, hedges and shrubs in all their richness of summer beauty—would you not like to make such beauty around your own home? All this can be yours if you will let us send you a copy of the GARDEN PRIMER and enter you for a year's subscription to HOUSE & GARDEN, both of which you may have for the price of the magazine alone.

In other words, we will give you a copy of the most helpful gardening book ever written.

Gardening made Easy

THE GARDEN PRIMER is a book for beginners in gardening. In it is set forth without any confusing technicalities, just the information that will enable the amateur to grasp quickly the essentials of garden-making. In writing it the authors assume on the part of the reader no knowledge of the subject, in order that it may be of the greatest value to the beginner. THE GARDEN PRIMER deals completely with every branch of home gardening in a delightfully practical way—the growing of vegetables and flowers, the preparation of the soil, the use of fertilizers, pruning, cultivating, spraying and the thousand-and-one things every successful gardener needs to know, with planting tables that simplify every planting problem. The book is profusely illustrated with half-tones that show how.

HOUSE & GARDEN is now so widely and thoroughly known that it hardly needs an introduction. It covers in a way attempted by no other magazine the entire subject of the country home and its surroundings. It will help you with the planning, building and furnishing of the home and the planting and care of the garden and grounds, with a multitude of suggestions about wall and floor coverings, furniture, antiques, fireplaces, outdoor sleeping rooms, dining porches and all the things which contribute so much to the comfort and good taste of the home.

Cut off the Flowers and mail us the Box

Begin your garden *today* by signing the coupon *now*. This will bring you immediately THE GARDEN PRIMER and a year's subscription to HOUSE & GARDEN for $3—*the regular price of the magazine alone*. Your subscription will begin with the Gardening Guide (the special April number), the first of your twelve issues of HOUSE & GARDEN.

Isn't it worth $3 to have these complete guides to making your home more comfortable and beautiful?

McBRIDE, WINSTON & CO., Publishers

449 FOURTH AVENUE, NEW YORK

McBRIDE, WINSTON & CO.,
449 Fourth Avenue, New York

Please enter me for a year of House & Garden and send me a copy of the Garden Primer, prepaid, for which I enclose $3.

Name .....

Address .....

Vogue

Everything in Fine China and Glassware

The best is always to be found at our store. If you want authoritative information as to styles, wares, etc., talk with us. We are specialists, glad to give you the benefit of our experience, and help you in your selection.

Dinner Sets

Complete line. Open stock. Domestic and imported wares. Wide range of price and designs. Special monogram work done at reasonable prices. Full line of cut-glass, Extra plates, Sheffield ware and electroliers.
If not convenient to call, write. We give prompt attention to correspondence, submit samples and guarantee safe delivery to points outside New York.

D.B. Bedell & Co. 22 West 34th Street New York

Miro-Dena Mentonniere

(CHIN SUPPORTER)



A marvelous, patented French invention—the only device in the world which will positively prevent or overcome the double chin, the drooping mouth, the lines about the nose and mouth or the wilted throat. It prevents abnormal tissue formation, rests and supports the tired, weak and relaxed muscles—holds them in place while they contract and regain their natural strength and firmness, insuring a perfect contour.

The Miro-Dena Chin Supporter has no rubber to overheat and wilt the skin, to cut the hair or give way with the weight of flesh. It can be adjusted more and more firmly from time to time as the muscles contract—is durable, can be laundered easily and without damage, and is *the only device of the kind in the world which will hold firmly to the head and will not slip off when wearing.*

On sale at Toilet Articles Departments of the leading stores or, address

MIRO-DENA CO., Lock Box 432, Madison Square Station, New York City

A VISIT to our show rooms will convince you of the originality of our Costumes.





Maison Violette

Max. J. Mayer, President

637 Madison Ave., New York

Corner 59th Street

A. F. JAMMES

The Unique Paris Shop

Is located at

428 5th Ave. Between 38th and 39th Streets

Special Importations of

EXCLUSIVE SPRING NOVELTIES

In SIMILI DIAMONDS

With Reinforced Extra Brilliancy

And the New Improved

PERLES ELECTRA

The Nearest Approach to Real Gems Obtainable.

RICH MOURNING JEWELRY A SPECIALTY

Sole Depot of the Celebrated

EXQUISIA PERFUMES

Berthe May's

MATERNITY CORSET



Insures Ease and Comfort, Supports and Preserves the Figure and Permits One to Dress as Usual.

The lacings, at the back only, contribute largely to the comfort of the wearer.

The superiority of Berthe May's Corset is vouched for by physicians, who use it in their own family and prescribe it among their patients.

Illustrated booklet No. 14 and photographs sent on receipt of a 2-cent stamp

BERTHE MAY

125 West 56th St. New York

Vogue's Shopping Experts

are Ready to Solve

Your Shopping Problems

When somebody comes to you and says:

"Now don't think of going to town to buy those clothes and furnishings you need. I'm going to be in New York all Spring, and I'll positively enjoy picking them out for you. Why put yourself to the expense and trouble of the trip when I'm here to do it for you?"

When somebody says that, you are only too glad to accept her friendly services. And in exactly the same manner you can accept the services of VOGUE'S new Shopping Department. It consists of a corps of expert shoppers, fully experienced in the selection of everything a woman—or even a man—could require. There is no charge whatever for the services of these shoppers.

What do you need? Clothes—curtains—rugs—portieres—wall paper—tables and chairs—silverware—jewelry—gifts for your friends? No matter what you want, we are ready and willing to buy it for you!

How to Use the Shopping Department

1. It will facilitate a prompt reply if you will write on one side of the paper only and enclose a stamped envelope. In ordering patterns or sending subscriptions to VOGUE in the same envelope with shopping commissions, please use separate sheets for each department.

2. When ordering any article mentioned in VOGUE, please give the date of the issue in which it appeared and the number of the page.

3. To ensure prompt service enclose your cheque or money order to cover the price of the desired article. If a balance remains after the purchase, it will be immediately refunded. If the purchase is too small to be sent by express, enclose postage. Otherwise all goods ordered will be sent by express, charges collect.

4. When ordering garments of any kind be sure to state size. Also state whether you wish us to substitute something of our own selection at the same price in case article desired is not procurable.

5. It is impossible for us to open charge accounts with the patrons of this department.

6. Except by special arrangement, articles will not be sent on approval. Requests for samples should be sent direct to the shops, who gladly furnish them without delay. VOGUE, however, will be very glad to recommend the shops carrying the best lines of specified materials, and also buy the material for you if desired.

Vogue Shopping Department

443 Fourth Avenue

New York

SPRING FASHION BULLETIN

By O'CONNOR & GOLDBERG, CHICAGO

NEW SPRING O-G FASHION GUIDE FREE

Obtainable promptly by post with the same scrupulous care in selection, the same intelligent fitting, and the same certainty of the wearer's satisfaction, that make personal purchases in the O-G Booteries so agreeable an experience and so delightfully *satisfying* a memory.

NEW SPRING O-G FASHION GUIDE FREE

O-G SERVICE is fully as important as O-G *QUALITY*—and both are as important as *O-G STYLE*

When away from Chicago secure O-G shoes by our remarkably efficient mail and express service. When in Chicago—visit the O-G Booteries, of course.



EXCLUSIVE O-G STYLE V-1066 **$5**

Strictly New O-G "Stage Last" Pump. In Fine Gun Metal or Tan Russia Calf. Remarkable for its style and long wearing qualities.



EXCLUSIVE O-G STYLE V-3076 **$6**

White Canvas O-G Button Boot. Genuine Worked Eyelet. Imitation tip. Very fashionable. One of the O-G Spring Novelties.



EXCLUSIVE O-G STYLE V-2948 **$4.50**

Smart New O-G Early Spring Model—Black Ooze Pump—O-G "Swallow's Wing" Tip—In Finest of Gun Metal or Patent Leather.



EXCLUSIVE O-G STYLE V-2940 **$5**

Black Buckskin, Wide Toe, High Arch Pump. Stitched Imitation Wing Tip, Black Satin Bow, Welt Sole. Also finest Imported Tan Russia.



EXCLUSIVE O-G STYLE V-E,1003 **$4**

O-G Colonial Adaptation of Our Famous "Stage Last." Very Fine Gun Metal Finish. A really remarkable value.



EXCLUSIVE O-G STYLE V-1012 **$7**

Strictly Custom High Arch O-G Walking Oxford. Choice of Imported Russia Calf in Tan or Black. Same in Soft Patent, $6.00.

When away from Chicago secure O-G shoes by our remarkably efficient mail and express service. When in Chicago—visit the O-G Booteries, of course.

The NATIONAL STYLE INFLUENCE of the original and exclusive O-G Models put forth each season is thoroughly established. The growth of O-G shoe designing into a *national determinative factor* has been rendered possible only by our success in meeting (*and ANTICIPATING*) the graceful, winsome and smartly correct exactions of those women whose artistic judgment and social status make their opinions equivalent to law in the world of garb and manners.

O'CONNOR & GOLDBERG

NEW ADDRESS FOR INTERSTATE ORDERS 207 WABASH AVENUE, CHICAGO, ILLINOIS

Chicago Retail *O-G* Stores for Women, 23 East Madison Street in the Heyworth Building—and 205 State Street (Second Floor by Private Elevator)

The Next Vogue

Final Fashion News *and* Spring Wedding Arrangements

The next VOGUE will present the final models of the *Mode Empire*—the latest and most attractive developments of the earlier designs.

You may safely follow these models as the accepted fashions for Spring and Summer, 1911.

Apart from its fashion news of general importance, the next VOGUE will also have much to say about the plans and preparations for the fashionable wedding of to-day.

For instance, there will be a whole article about the trousseau, with a great deal of practical advice on the choice of both wearing apparel and household linen. And the next VOGUE will also convey all the latest ideas in wedding invitations, decorations, breakfasts, bridesmaids' costumes, and every detail of the ceremony and reception.

The choice of wedding presents is never very easy—especially when the amount to be spent must be considered. But an illustrated article in the next VOGUE will suggest a number of acceptable gifts ranging in price from ten dollars to a hundred. You will please any bride of your acquaintance by selecting something for her from this attractive collection of presents.

When Lady Decies (nee Vivien Gould) is presented at court this Summer, she will wear the train originally made for her bridal gown. An illustrated description of this superb train will appear in the next VOGUE.

"Smart Fashions for Limited Incomes" will be devoted to the simple things that can be made at home—the pretty little negligees and house gowns that are an indispensable part of even the most elaborate trousseau.

All the regular VOGUE Departments will complete a number of unusual timeliness and charm. Be sure to tell your newsdealers to set aside a copy for you.

Dated May 1st — *On Sale April 25th* — *Price 25 cents*

Tributes and Tribulations

We cordially invite letters on any subject connected with VOGUE. Fair and frank criticism is always welcome, and we endeavor to act upon it whenever possible.

The following letters express a variety of opinions about VOGUE. What do *you* think of us?

Our Banner Year

"Living so far from the center of fashion we could not do without VOGUE. All the numbers for 1911 have been very interesting, and I hope this will be VOGUE's banner year."

Mrs. ...., Calexico, Cal.

"Has Fallen Back"

"I find that to me VOGUE has so fallen back in every way that I do not consider it at all the magazine I have been taking for five years. You would be surprised to know how many people feel as I do."

Mrs. ...., El Paso, Tex.

"Has Grown Finer Each Month"

"VOGUE is the best and most up-to-date fashion magazine of the day. I read every number from cover to cover—reading matter and advertisements. It has grown finer each month, and I like the idea of two a month so well I could not be without it."

Mrs. ...., Hartford, Conn.

Satisfaction

"There is the same satisfying feeling in reading VOGUE that comes from associating with people of culture."

Miss ...., Hannibal, Mo.

"The Gentlewoman's Magazine"

"VOGUE is the best woman's magazine in America—the only one of its kind which is of real interest to gentlewomen."

Mrs. ...., Fifth Avenue, New York.

"Not Any Good Fashions"

"I am sorry to say that I have not been satisfied with VOGUE, as I find too many things about stage life and not any good fashions."

Miss ...., Winnetka, Ill.

"The Best Fashion Magazine"

"VOGUE to me is pre-eminently the best fashion magazine in the United States."

Mrs. ....., Alton, Ill.

Vogue on Your Summer Vacation

When you leave town this Spring, have you arranged to have VOGUE follow you? Even if you go into the wilds, VOGUE will keep you *au courant* with the latest doings of the world of fashion.

At the end of a day in the forest, many a woman reads VOGUE by the light of a camp lantern and finds pleasure in learning what is going on in the world she has temporarily forsaken.

Wherever there is a postoffice you will find VOGUE awaiting you, if you will subscribe now and keep us informed of your movements during your holiday.

Fill in this coupon today and your subscription will begin with the next number and include a free copy of the present issue.

VOGUE
443 Fourth Ave.
New York

Fill in—Clip Here—Mail Today

VOGUE

443 FOURTH AVE., NEW YORK

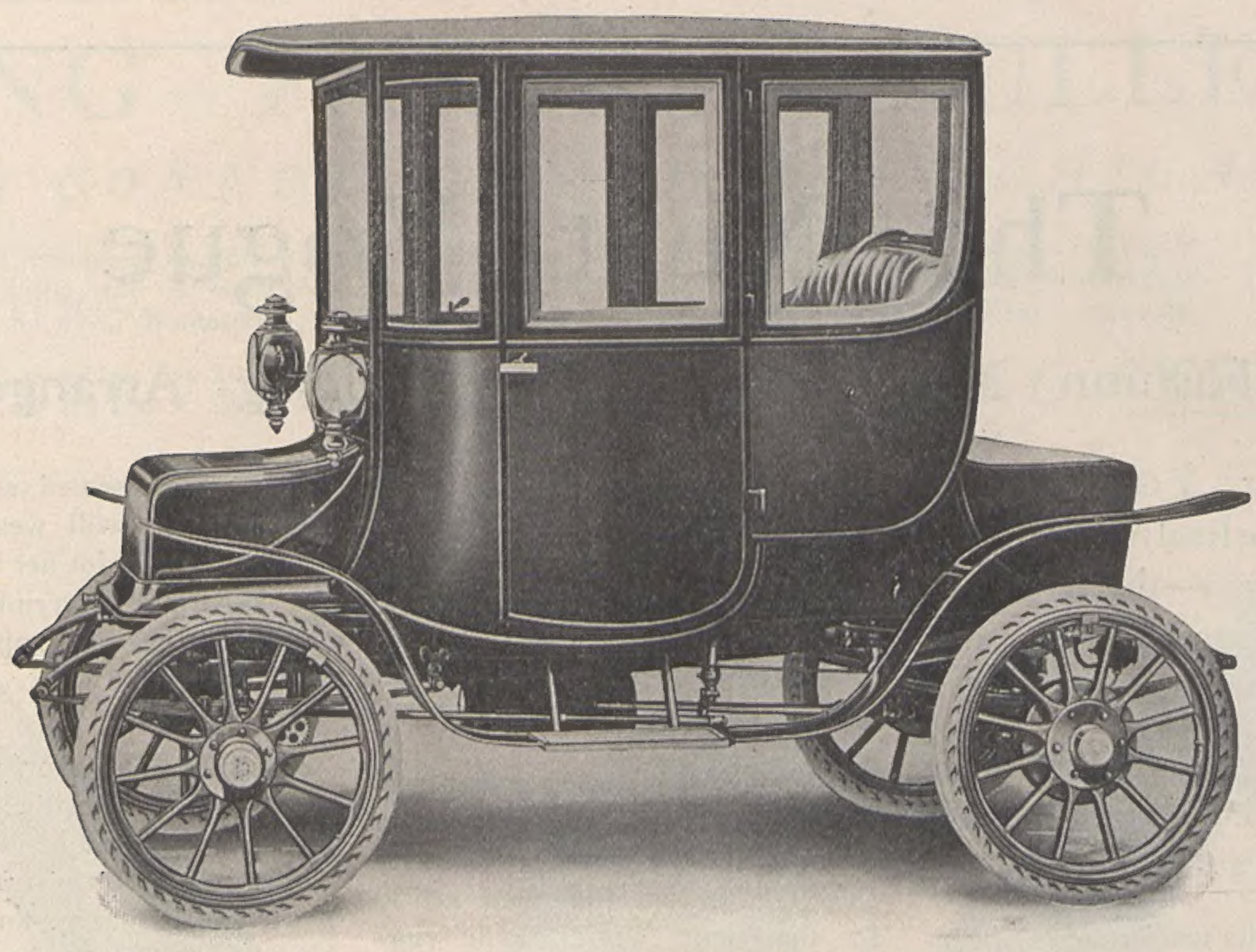
Gentlemen: Enclosed find $4 (cheque, bills, or money order), for which please enter my subscription for one year beginning with your issue of May 1st.

Send me by return mail a free copy of your April 15th issue as offered.

Name.....

Street.....

City..... State.....



Rauch & Lang Electrics

The Electric Brougham of *Exceptional* Power

RAUCH & LANG cars are exceptional in their ability to negotiate sandy roads, deep snow and steep hills. Wherever these conditions are common the Rauch & Lang is the car that predominates.

In cities where hills are encountered most often, like Seattle, Kansas City and Pittsburg, the Rauch & Lang is the most used Electric.

Rauch & Lang Electrics may be procured with shaft or enclosed chain drive.

Both drives are noiseless, efficient and strong.

The Rauch & Lang name stands back of the car no matter what method is used for transmission.

Exide Battery (standard equipment), "Ironclad" Exide, the new Double-Life Battery, or Edison Batteries can be furnished, if desired. Tires—Special Pneumatic or Rauch & Lang Motz Cushion.

Rauch & Lang Cars are the notable cars for style and appointment, as well as for power.

There are Rauch & Lang agents in all the principal cities. Telephone for demonstrations or write direct for catalog to the factory.

The Rauch & Lang Carriage Company

2278 W. Twenty-Fifth Street, Cleveland, Ohio

CAREY PRESS, N. Y.



ON THE Champs Élysées in Paris—On the Piccadilly in London—On Fifth Avenue in New York—wherever you see well-dressed women, you cannot but notice that the dress fabric most in favor this Spring is Silk-and-Wool Poplin—either Plain, Bordered or Brocaded.

The new R & S Bordered Effects are especially fashionable because of their appropriateness for the street Dress styles this Spring and Summer.

The famous R & S Silk-and-Wool Poplins come in:

Coleen, Dubleen, Kilarneen, Vourneen, Arleen

PLAIN—In 80 shades, 5 weights and 3 widths, $1 yard up.
BROCADED—In 40 shades, 42 in. wide, $2 yard up.
BORDERED—In 40 shades, 48 in. wide, $2 yard up.

Three other new R & S Quality Silk Specialties for Spring and Summer 1911 are:

R & S "Lainesoie Satin" (Wool-Back), $2 up.
R & S "Satin de la Reine" (All-Silk), $2 up.
R & S "Crêpe Faille" (All-Silk), $1.25 and $2.25 up.

Sold by R & S Quality Silk Stores everywhere.

The R & S Trademark on the selvage is your guide and our Guarantee of Satisfaction or New Silk.

If not at your dealer's, write us for free samples and name of nearest store that can supply you.

REILING & SCHOEN

97 Greene Street — The Silk Specialists — New York



SHAFT DRIVEN

The Pioneer Shaft Driven Electric

Eight years ago The Baker Company began the designing of shaft drive in electrics. Two years ago they perfected a shaft drive which proved so superior in use to any chain drive invented that the latter was entirely abandoned. The Baker is the only electric today whose transmission is neither old-fashioned nor experimental.

Baker Electrics equipped with lead plate, iron clad or Edison batteries—the two latter at extra cost, and with either special electric pneumatic or Motz high efficiency cushion tires. See the Baker Electric in salesroom of our dealer in your city, or write for catalog.

THE BAKER MOTOR-VEHICLE COMPANY

41 West 80th Street, Cleveland, Ohio

CN00027273